



Lions Clubs Ireland
Serving our Communities



Childhood Cancer

Childhood Cancer Project 2024 Resource Pack



Lions Clubs of Ireland Childhood Cancer Project

Lions Clubs of Ireland launched a new global cause in 2023 with their childhood cancer project. As part of this project, they have partnered with Childhood Cancer Ireland to create greater awareness of childhood, adolescent and young adult cancer in Ireland.

We at Childhood Cancer Ireland 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.



As a parent and survivor-led organisation, 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



Childhood Cancer in Ireland

Every year on the island of Ireland, an average of 478 children, adolescents and young adults (age 0 - 24) are diagnosed with cancer. 369 live in the Republic of Ireland and 109 live in Northern Ireland.

The most common cancers found in this age group are brain tumours, leukaemias and lymphomas. Survivors of childhood, adolescent and young adult cancer often live with long-term and late effects from the treatments that have saved their lives.

Childhood Cancer Awareness Month

September is Childhood Cancer Awareness Month. Childhood Cancer Ireland's Light It Up Gold™ campaign has been running North and South of Ireland since 2013 and helps create awareness of the challenges that children and families living with childhood, adolescent and young adult cancer face during treatment and into survivorship.

During September we light prominent buildings up gold to shine a light on childhood cancer, as well as hosting our Light It Up Gold™ walk to bring together families impacted by childhood cancer and the wider community together to reduce the isolation felt by families and survivors.

While our Light It Up Gold™ campaign has always been an all-Ireland campaign, Childhood Cancer Ireland's work is in the Republic of Ireland at present. We work closely with charities in Northern Ireland, including Cancer Fund for Children and the Children's Cancer Unit Charity to ensure that parents and survivors have access to the support they need. We are delighted that both of these invaluable charities have joined our Light it Up Gold™ campaign in Northern Ireland for the last few years.



How can your Club support Childhood Cancer Awareness Month?

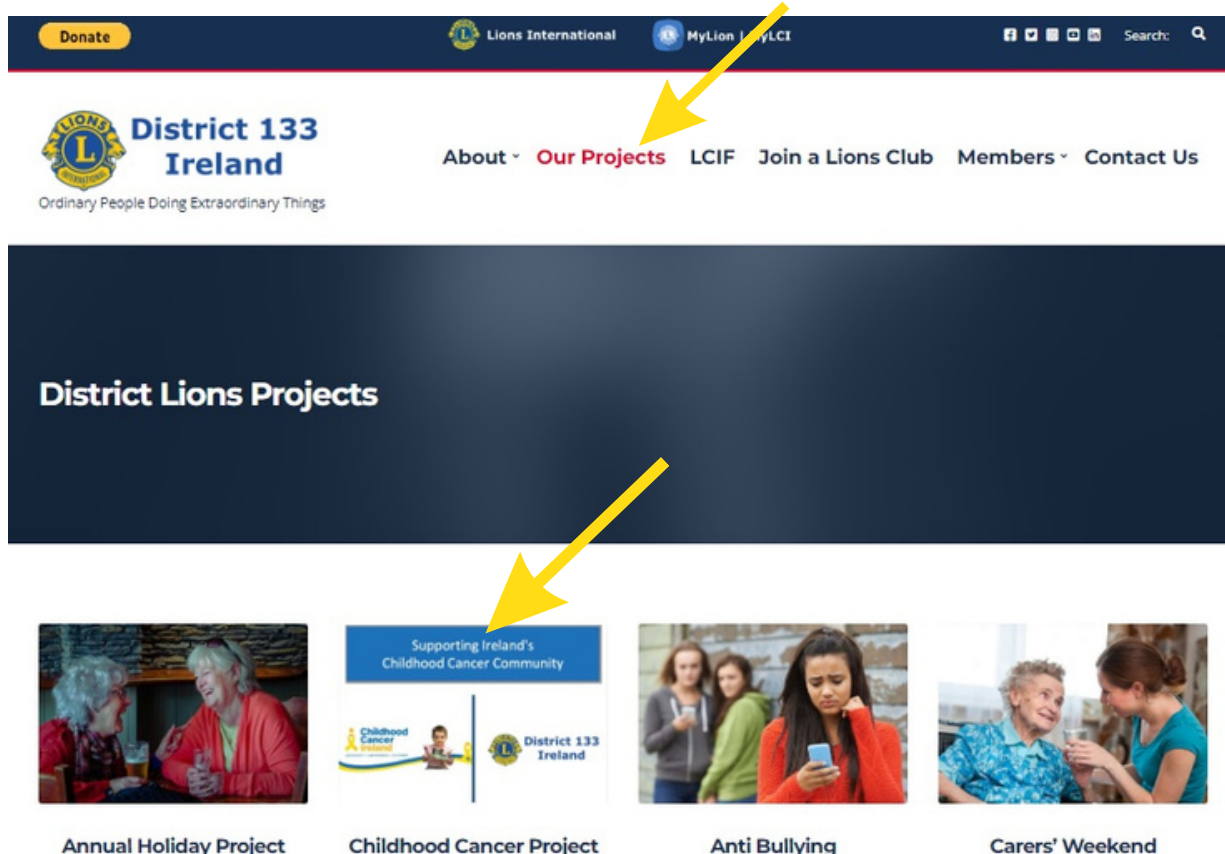
You can support Childhood Cancer Awareness Month and Childhood Cancer Ireland in two ways.

1. Hold an awareness event in your community
2. Hold a fundraising event for Childhood Cancer Ireland

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 annually that you would like to dedicate to Childhood Cancer Ireland. You might even want to join forces with another Club.

In the resources section of the Lions Clubs of Ireland District Website you will find a number of helpful resources, including:

- Social media graphics
- Poster templates for you to add your event
- Letter requesting a building to #GoGold
- How to organise a Light It Up Gold Walk
- Press release templates for you to add your event and Club details



The image shows a screenshot of the District 133 Ireland website. At the top, there is a dark blue navigation bar with a 'Donate' button, 'Lions International' and 'MyLion | LCI' logos, and social media icons. Below this is the District 133 Ireland logo and tagline 'Ordinary People Doing Extraordinary Things'. A navigation menu includes 'About', 'Our Projects', 'LCIF', 'Join a Lions Club', 'Members', and 'Contact Us'. A yellow arrow points to the 'Our Projects' link. Below the navigation is a dark blue section titled 'District Lions Projects'. Another yellow arrow points to a card in a grid of four project cards. The cards are: 'Annual Holiday Project' (image of two elderly women), 'Childhood Cancer Project' (image of a child and a woman, with text 'Supporting Ireland's Childhood Cancer Community'), 'Anti Bullying' (image of a woman looking at a phone), and 'Carers' Weekend' (image of a woman and a child).

Awareness Events - Light It Up Gold™

1. Light a local building up gold
2. Hold a Light It Up Gold walk in your community

You will find more information on both of these options on the District website, which will help you to organise your awareness event.

Childhood Cancer Ireland can provide materials to help you organise a Light It Up Gold Walk™, including t-shirts for volunteers, gold ribbon pins (the gold ribbon is the international symbol of childhood cancer) and LED candles. While these are primarily awareness events, you can choose to fundraise at a Light It Up Gold Walk, if you wish.

Please note that Light It Up Gold™ is trademarked to Childhood Cancer Ireland and any funds raised under this banner should be directed to Childhood Cancer Ireland. Your Club may have other charities that it likes to support and causes that are close to you heart and you are very welcome to support them outside of the Light It Up Gold™ brand.

Don't forget to **contact cancer@lionsclub.ie** and to **register your event** with Childhood Cancer Ireland so that we can support you. If your Club is organising an awareness event, we would ask you to consider making a donation to Childhood Cancer Ireland to cover the cost to the charity of providing merchandise such as t-shirts and pins and of delivery of these items.



Fundraising Events

While there is **no expectation** that Clubs will hold fundraising events, Lions Clubs were hugely supportive of Childhood Cancer Ireland in 2023 and held some very successful fundraising events, which helped to raise much-needed funds and awareness. The types of events included:

- 🎗️ Coffee mornings
- 🎗️ Bake sales
- 🎗️ Awareness stand in local shopping centre/shop to sell gold ribbon pins
- 🎗️ Tractor runs / vintage car shows or rallies
- 🎗️ Golf classics

What can we do to support you?

Childhood Cancer Ireland can provide materials to help you with your fundraising event, including t-shirts for volunteers, gold ribbon pins, videos to play at your event and poster templates for you to print locally. Don't forget to **contact cancer@lionsclub.ie** and to **register your event** so that we can support you.

What we cannot do

Please note that we cannot arrange printing and postage of posters or other advertising and we ask that you organise to have these printed locally.

While we would love to be able to attend all events and acknowledge the hard work of your Club and those who have supported, we are a very small team and it's not possible for us to attend every event.



Fundraising Events - Terms & Conditions

We are so grateful for all of the hard work that Clubs do to support our work and make a difference for families impacted by childhood cancer. Please take note of the following items to ensure that there is clarity and transparency about funds being raised in the name of Childhood Cancer Ireland. It's very important to us that donors are clear on where their money is going.

1. Sign off on promotional materials

If you are using promotional materials other than the generic templates provided by Childhood Cancer Ireland, we require sign-off the final version of your poster or flyer.

2. Fundraising for other causes

Please ensure that donors and supporters are clear on where their money is going. We understand that you may wish to hold an event and allocate a portion of the funds raised to different causes that are meaningful to your club. If you are raising funds for Childhood Cancer Ireland alongside other causes or charities, this must be made clear in promotional materials and in any speeches given at your event, if relevant.

3. Transfer of funds

Any funds raised should be transferred to the District Treasurer to be forwarded to Childhood Cancer Ireland. This gives Lions Clubs of Ireland full oversight and transparency of the funds being raised as part of this project.



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 priorities in 2024:

- 🎗️ Expand the Beads of Courage® Haematology/Oncology Programme, which we fund, to all shared care (regional) hospitals.
- 🎗️ Refurbish Paediatric Oncology isolation rooms / treatment rooms in Wexford, and Portlaoise and continue to assess need in other hospitals.
- 🎗️ Refurbish adolescent and young adult in-patient, out-patient and chill out rooms in Galway and Cork.
- 🎗️ Nationwide workshops for parents to help them process the experience of childhood cancer.
- 🎗️ Access to 1-1 financial advice, webinars and workshops for parents to help them recover from the financial strain of childhood cancer.
- 🎗️ Gold Ribbon Conversations podcast.



 **LIGHT IT UP GOLD**
FOR CHILDHOOD CANCER AWARENESS

What's next - how to get started?

The first point of contact are the Lions Clubs of Ireland Project Leads:

- **Ann Ellis** cancer@lionsclubs.ie
- **Marian McGreevy** mazmcgreevy@gmail.com

- 🎗 Discuss plans at your May Club Meeting and decide on suitable awareness or fundraising event.
- 🎗 Consider appointing a Childhood Cancer Project Lead in your Club.
- 🎗 Choose a date for your event
- 🎗 Once you have decided on an event and date, **contact cancer@lionsclub.ie** and **register your chosen event** with Childhood Cancer Ireland by **31st May**. This form will ask you for an estimate of the amount of t-shirts, gold ribbon pins etc, you think you will need. This will ensure that we have sufficient stock ordered and ready to send to you.
- 🎗 Final order for Childhood Cancer Ireland merchandise by **10th July**:
 - T-shirts (for volunteers)
 - LED candles (for Light It Up Gold Walk)
 - Gold ribbon pins
 - Leaflets
- 🎗 Please note that some of our stock has a long lead-in time so it's important that we have an idea of quantities required as early as possible.

Key Contacts

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cancer@lionsclubs.ie

Marian McGreevy

Northern Ireland Coordinator
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Childhood Cancer Ireland

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www.childhoodcancer.ie