

#Challenge34 Information and Fundraising Toolkit

Supporting local residents and communities in response and recovery of Covid-19

Registered Charity: 1120693 Company Limited by Guarantee: 6297277

Registered Office: 18 Broadway House, 149-151 St Neots Road, Hardwick, Cambridgeshire, CB23 7QJ

A Note From Our CEO

Susie Willis

Welcome to our Fundraising Information Pack and Toolkit for our #Challenge34 Campaign.

On the 17th May 2020, Care Network Cambridgeshire (CNC) will be 34 years old, established by a small group of volunteers in South Cambridgeshire who wanted to take social action. They saw the need to help local residents at times, when they were struggling, their independence and happiness threatened and they responded.

Covid-19 has brought a new threat to our local residents and communities, that will affect us for many months to come. In response, we have launched #Challenge34 to raise funds to be able to meet this need in the short, medium and long term.

So please spread the word, join us and take part in this fundraising activity, become part of a local effort to minimise the impact of Covid-19 upon the health and wellbeing of Cambridgeshire and Peterborough.

I hope this pack gives you all the information you need, but if not please contact us on: 01954 211919 or email: admin@care-network.org.uk

Stay Safe



A handwritten signature of Susie Willis in a cursive script, written in dark ink on a light-colored background.

In Case You Don't Know Us Very Well

CNC is a charity that supports local need through amazing staff and volunteers who offer practical help at home, information and guidance as well as helping community groups and activities to establish and maintain sustainability. In 2018-2019, we had over 28,000 contacts with local people.

What people say about our support:

"[The Volunteer] was lovely. I was at the bottom of a hump in life and [the Volunteer] helped me over it ...Helped me over a rough patch!"

"It was lovely talking to you and I have to say, people like yourself are true angels of the community. Thank you for everything you do."

"Without your input, the outcome would have been very different and your support has made a huge difference to her, enabling her to return home to a clean and habitable environment."

Please see our website: www.care-network.org.uk for more information about our services and impact



How CNC is Responding to Covid-19

Our CV-19 responsive services can help by providing:

Wellbeing support – our volunteers are providing check and chat services, whilst our specialist staff are here for anyone who is finding that their wellbeing is being affected by CV-19

Help at Home – emergency food shopping, collecting prescriptions, supporting with discharge from hospital

Information and Guidance – helping people access local information about community support available during this time of national emergency

Supporting Community Groups – to continue to respond to local need, to be sustainable, flourish and thrive

The Impact We Are Having During Covid-19

In the first 5 weeks of lockdown, we have had 2,847 contacts with local people providing:

- Wellbeing Support
- Check and chats to those who are lonely and socially isolated
- Information and support to access vital local community resources
- Emergency food shops
- Collecting prescriptions
- Delivering medical equipment
- Foodbank collections and drop offs
- Homechecks



#Challenge34

CNC has launched our '#Challenge34' fundraising campaign to support the continued delivery of our responsive services to CV-19 and to the longer-term recovery against the pandemic in our area.

As much as we wish it; this virus will not magically be leaving our lives overnight. CV-19 will only increase local health inequalities **please help us to prevent this from happening.**

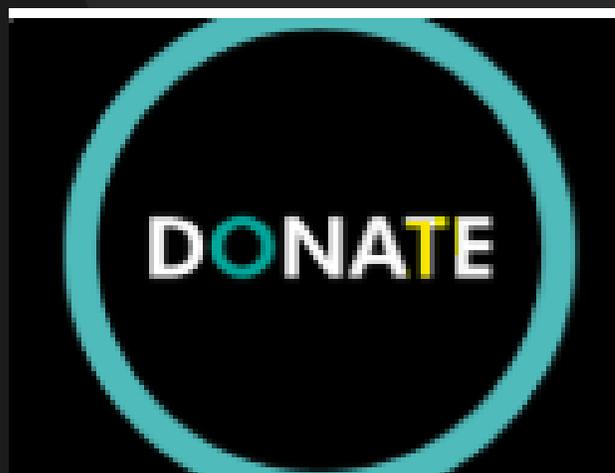
Join Us in the #Challenge34 Campaign

- We would love for you to get involved and join our campaign, your fundraising activity can be anything you like, it just needs to have some form of connection to the number '34'.
- Please tell us what you will be up to and either create a small video or send some photos of you doing the activity.
- Please include
 1. A Selfie of yourself, holding a poster that says "My #Challenge34 fundraiser is [and insert fundraising activity]'
 2. Tell us when you are doing it and who you are doing it with – the more photos the better 😊
 3. Please send this info through to: admin@care-network.org.uk
- We will post this information on our social media, along with a link to our fundraising platform. You can share this post to your own social media accounts and encourage your friends to donate

Ideas to Give You Inspiration

- Do 34 Tik Tok Challenges
- Walk / run or cycle 34 miles or km's
- Do 34 exercise sets
- Tell 34 jokes
- Bake 34 buns
- Crochet 34 hearts for care homes or hospitals
- Do something with your pet 34 times
- Plant 34 seeds
- Play a musical instrument for 34 minutes
- Dance or do karaoke for 34 mins
- Make 34 contacts with people
- Send 34 letters or homemade cards

Donate to the #Challenge34 Campaign



- Donations can be made online via our online [Fundraising Platform](#)
- Alternatively, if you would prefer to make a donation another way then please contact Sue West on: 01954 211919

Our Promise To You

We take the trust that you place in us by donating to this campaign extremely seriously so please know that:

Care Network is registered with the Fundraising Regulator – this means we evidence that we fundraise with best practice behaviours, complying with legal requirements and in doing so defend the reputation of the voluntary sector

Every penny donated will go directly to supporting our 4 services previously mentioned, in both response and recovery of the CV-19 crisis



Registered with
**FUNDRAISING
REGULATOR**

#Challenge34 Also Has Another Role To Play

With every post we make about #Challenge34, you will see that we are also using the #NeverMoreNeeded

This is a national campaign, launched to raise awareness of the importance of charities in the effort to manage the coronavirus pandemic, both now and in the future recovery process.

Charity Comms, is one of the organisations leading this campaign, who state *“our not-for-profit sector plays a unique role in our society. Our work, expertise and values-led approach are vital to respond to this moment – and to help with the healing and rebuilding process in future.”*

Whilst the Government has provided a support package of £750m to the voluntary sector, this is nowhere near the £4bn in funding that the National Council of Voluntary Services estimates the sector will lose out on accessing as a result of Coronavirus.

By using this hashtag, the sector will be able to keep in the Government’s focus just how valuable our services and activities are, and that the right support needs to be in place so that we don’t lose these vital resources within our communities.



**CHALLENGE
ACCEPTED**

VectorStock

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**Click here
to donate!**

SUPPORT #CHALLENGE34

Please help Care Network have another 2847 contacts and more with local people during this uncertain times.

You can do this by:

-  Taking part in Challenge34 and ask your friends to sponsor you
-  [Donate](#) to #Challenge34 activities that Care Network staff and volunteers are doing
-  Share our social media posts about #Challenge34



To Support

**Care Network
Cambridgeshire**

**My #Challenge34 fundraiser
is**
