

# LIBRA

Lions International Blood Research Appeal

FUNDRAISING PACK 2024

Become part of our  
Going for Gold  
Fundraising Campaign!





# Help Us Beat Blood Cancers & Disorders

More than 40,000 people are diagnosed with a blood cancer in the UK every year and thousands more with blood disorders. LIBRA is the official haematology charity for King's College Hospital in London, and we need your support to make a difference.

Funds you raise will help to ensure patients receive the best possible care. LIBRA funds groundbreaking research, development of new treatments, medical equipment, and ward enhancements.

Together we can tackle blood cancers and disorders - leukaemia, acute myeloid leukaemia, sickle cell disease, aplastic anaemia and so much more.





# Going for Gold

Supported By Col Dame Kelly Holmes MBE (mil)



Dame Kelly is a proud supporter as she campaigns to raise awareness of blood cancer after losing her mother to myeloma. The double Olympic champion teamed up with us to help encourage people like you to fundraise so that new lifesaving and life improving blood cancer treatments can be created.

Dame Kelly values our diverse community and is an advocate for diversity and inclusion with special interests in mental health, LGBTQ+ rights, wellbeing, female empowerment and many more important topics.



# Why Support Going For Gold?

We need your help to reach our £300,000 target so that we can support:

- The development of new and improved treatments for blood cancers and blood disorders at King's.
- Ward and laboratory enhancements
- Help cover the cost of vital medical equipment







Fundraise In Any  
Way You Choose!





# Social & Individual Activities

There are so many ways you can raise funds individually or socially in a group.

Over the next few pages, we share some ideas for fundraising events.

Remember, the choice is yours!



# Planning A Social Event?

Here is a small selection of fundraising event ideas to help get you started...

- Cocktails and quiz night
- Comedy night
- Easter craft session
- Summer ball
- Garden party
- Music gig
- Car boot sale
- Beauty evening

If you choose to organise your own social event, please let us know and we can provide some top tips to help ensure it is a success!







# Sponsored Events

The sky is the limit! Here are some ideas for individuals and groups...

- Ultra Challenge
- Marathon, Half Marathon, 10K or 5k run
- Skydive
- Climbing / Abseiling
- Overseas Challenges such as a trek
- Sponsored Group Events e.g walk, cycle or swim
- Gameathon
- Singathon



# Ultra Challenge Events!

We are registered with the Ultra Challenge Series, so you can run, jog or walk one of these fantastic routes. There are 10k, 25km, 50km and 100km options! If you are interested in finding out more and registering for one of these challenges, [click here](#).



7-8 September 2024

The South Downs National Park is a superb backdrop for a brilliant Ultra Challenge. Trek across the beautiful south coast, the route taking you up Beachy Head, over the magnificent Seven Sisters, and along the famous South Downs Way National Trail through Brighton and on to Arundel. Enter the 100k, 50k or 25k. Find out more [here](#)



14-15 September 2024

Enjoy a wonderful route along England's greatest river. It heads upstream to Henley along the famous Towpath, through Richmond, Hampton Court, Runnymede, and Windsor. Enter the 100km, 50km or 25km. There is a separate 25km 'Thames Bridges Trek' and 'The Moonlight 10 Walk' through Central London as part of the weekend festival. Find out more [here](#).



28 September 2024

This covers some of the best of the Chilterns countryside. Walk, jog or run a 50k, 25k or 10k loop as an individual or a team, with full support and hospitality all the way. With a start and finish at the event basecamp in Henley, there's also a Saturday night celebration BBQ, bar & entertainment, with extensive on-site camping & parking options – there's a challenge for everyone! Find out more [here](#)



28 October 2024

Get your bravest team together or go it alone if you dare and take on the scary streets and historic haunts of London. With a full, half or 10k distance available there is a spooky challenge available for everyone. With a start and finish at the Oval Dungeon, come dressed to distress and take part in a hair-raising hike around London. Find out more [here](#).





# Register your event

We would love to know how you plan to fundraise for us! We can provide you with support and tips along the way.

Please email us with your event details:  
[info@libralionscharity.org](mailto:info@libralionscharity.org)



# Raising Funds

**JustGiving**<sup>®</sup>

We have a **JustGiving** charity account which means that you can securely fundraise for LIBRA online. You can easily create a personal fundraising page and even dedicate your page in memory of a loved one. Simply click on the fundraising button to get started.

If you prefer to use a sponsorship form, you can download it [here](#). We need the sponsors name, full address and postcode to claim Gift Aid. Gift Aid is a great government initiative that allows charities to claim 25p for every £1 donated! The sponsor must be a UK taxpayer to be eligible.

You can take all the money that you raise to your local bank and exchange it for a counter cheque. Once you have this, please send it along with your sponsor forms to:

LIBRA Treasurer, Rob Pullinger, 20 Soundy Paddock, Biggleswade,  
Bedfordshire, SG18 0RQ.







## Your Impact

Thanks to supporters like you we recently provided £100,000 of funding to help cover costs of vital enhancements to the Derek Mitchell Unit and its patient day area.

“We are so grateful to LIBRA supporters for raising funds to help cover the cost of much needed ward enhancements this year.

“We are now calling for more support to help fund a ground-breaking sickle cell project and further enhancements across our haematology areas.”

**Carole Cobain-Patel, Head of Nursing  
Haematology at King's**





**Thank you for  
your support!**

The funds you raise will benefit generations to come. Together we can beat blood cancers and blood disorders.

