Your 30th Anniversary Fundraising Pack #ARCis30
Thank You

for downloading your 2018 fundraising pack. This is a big year for ARC and having you involved means a lot to us and the parents we support. This year it’s our 30th birthday. That’s right, since 1988 we’ve been supporting parents all over the UK through antenatal testing and its consequences. We’d like to mark this milestone by making it our best fundraising year to date which is where you come in! It doesn’t matter what you do or how much you raise, what matters is that try your very best and together we make this year a year to remember so that the ARC team can continue to support parents for a further 30 years.

Once again thank you and the best of luck with your fundraising efforts.

Jane Fisher - Director of ARC

P.S. Don’t forget to spread the word on social media using hashtag #ARCis30
How will you raise funds for ARC’s 30th anniversary?

The ARC team have come up with some ideas to get you started, you can use one of these or, of course, come up with your own, whatever you decide to do we hope you have fun raising vital funds for ARC!

- Hold a picnic and invite 30 friends
- Sell 30 unwanted items in an online auction and donate the proceeds
- Get sponsored to stay silent for 30 hours
- Bake 30 cakes and hold a bake sale at work or school
- Run a mile every day for 30 days
- Organise a clothes swap – ask friends to bring 30 items of unwanted clothing to swap for the price of a small donation
- Give up something you love for 30 days – chocolate, cheese, alcohol – whatever will test your will-power!
- Get a group of friends to take part in a 30 hour challenge of your choice. Maybe a swimathon, cycleathon, danceathon….
- Watch a film you hate on a loop for 30 hours non-stop!
- Put a swear box in your office for 30 days – 50p for mild swear words and £1 for the biggies!
- Throw a birthday party for ARC’s 30th
- Donate £30. £1 for every year that ARC has been around

Things to think about whilst you start planning your fundraising activity

Where will your fundraising take place? Depending on what you’ve decided this may require some further consideration for example you may need to ask for permission from a council if it’s a local park.

Set yourself a target! What would you really like to raise for ARC through your fundraising efforts, write it down and make sure people know this is what you are aiming towards.

Spread the word! Your local press may be interested in your fundraising effort, especially if you have a personal reason for supporting ARC. You may also need some materials, we’ve included some for you here in the pack but if you need anything else ask the ARC team, we may be able to help. Get in touch by emailing info@arc-uk.org or giving us a call on our admin line 020 7713 7356.

Create a personalised fundraising page on the ARC website and collect your funds easily online www.arc-uk.org/support-us/fundraise

For every £10 you raise for ARC we can guarantee that £7.90 will go directly on funding support services for parents. £1.50 is spent on running costs including rent, electricity, phone and internet for the charity and 60p is spent on raising additional incomes. We will always remain transparent about how we spend your donations.
About ARC

ARC is the only UK charity helping parents and healthcare professionals through antenatal screening and its consequences.

ARC’s vital work is not an easy ‘sell’ to funders. Most people want to think of pregnancy as a positive time, with expectant parents full of hope and anticipation around a new addition to their family. ARC deals with another side. ARC is there for parents worried by test results that suggest their baby might have a condition; ARC is there for parents when they are given the difficult news from scans or other tests that their baby is not developing as expected, is likely to need treatment after birth or, in some cases, is not expected to survive; ARC is there to make sure they can gather the best information about the possible outcome for their baby and to support those who face painful decisions about the future of the pregnancy.

“I contacted ARC during our darkest moment when we were on the point of having to make a very difficult decision, a decision that thankfully we were never called on to make. The information, help and support that your organisation provided has greatly aided both my wife and I to get through everything that was thrown at us during the pregnancy.”

Last year alone ARC’s small helpline team handled 6000 calls and emails from anxious expectant and bereaved parents.

ARC also works closely and collaboratively with healthcare professionals to help them deliver high quality individualised care to distressed women and their partners. ARC has a long established training programme for all staff, reaching around 1000 professionals every year.

“I was so happy that I attended this study day. This has empowered me in the way that I deliver care to clients especially in my new role as a screening midwife”
By fundraising for ARC you will be helping parents just like Victoria

After having a miscarriage at eight weeks with our first pregnancy, my husband and I were delighted to sail through the twelve week scan for our second pregnancy with no problems or complications. As the baby continued to grow and I felt her moving around over the next couple of months, it never occurred to us that this was anything other than a healthy pregnancy.

At our twenty week scan we were told that the baby was a little on the small side and referred for a more detailed scan at a specialist fetal medicine unit. That was when it all fell apart. The specialist sonographer listed all the problems she could see with our baby – there was a hole in the heart, the heart was on the wrong side of the body, the baby’s fists were permanently clenched, her throat and stomach were unconnected... on and on and on.... I didn’t take in the rest. All of these structural problems were symptoms of a severe chromosome disorder called Edwards syndrome. Our baby was very unlikely to survive the pregnancy and even if she did, and then managed to beat the odds to survive the labour, she was unlikely to live for more than a week.

An amniocentesis confirmed that sadly our baby did have Edwards syndrome and we were asked to decide whether we wished to terminate the pregnancy or let it run its course. I remember the midwife being extremely supportive and sensitive while we were falling apart. Most importantly, she acknowledged the pain we were in and that our baby was very much wanted. I later learned she’d had training from ARC in how to deal with such emotional situations. She gave us leaflets from ARC that helped us to realise we weren’t alone, that other parents had faced this agony too. We could access their specialised support, talk to and share our story with people who had a real understanding of what we were going through.

In the end, I couldn’t face going through an indefinite number of days and weeks ahead not knowing exactly when our baby would die. The thought of people seeing my bump and asking me when my baby was due, or feeling her moving around but knowing she wouldn’t make it, was too much. We decided, with broken hearts, to terminate the pregnancy.

Again, ARC’s support made an enormous difference to us. Their advice helped us to prepare for the short few hours we would have with our daughter after she was born and make sure we made the absolute most of that precious time. We bought her tiny new baby clothes, invited our parents to the delivery room to meet and say goodbye to their grandchild, and had photographs taken that we will treasure forever. We named her and made a cast of her tiny feet that were smaller than half my thumb. We would never have thought to do any of those things without ARC’s help.

When my daughter was cremated, I put a letter that I had written in her coffin. It explained how sorry her daddy and I were that we had lost her but hoped she knew we loved her and would understand the decision we’d made.

It was very hard moving on, but ARC helped us to move forward through a natural and healthy grieving process. I am so grateful for their support. In some ways, giving birth to our daughter after a termination was one of the most painful days of my life. But thanks to ARC, we were also able to make it one of the best. Meeting my daughter and sharing special moments with her helped me to recognise I will always be her mum and nobody can take that away from me.

From all of us at ARC, thank you for choosing to fundraise for our charity, your contribution will make a difference to so many.
To help you get started we’ve put together some fundraising items that you may find useful:

- An invitation template
- An event poster

Depending on the way you plan to fundraise for ARC we also have a number of items at our office that you may find useful including:

- Collection boxes
- Branded t-shirts
- ARC pens

Just ask the ARC team what you require and if we can help we will. Get in touch by emailing info@arc-uk.org or giving us a call on our admin line 020 7713 7356.
You’re invited to my special event in aid of ARC

Please join me on ________________________________

For ________________________________

At ________________________________

From __________________ Until __________________

RSVP by ________________________________

My contact details are: ________________________________

ARC is a national charity providing support and information to anxious expectant and bereaved parents through the antenatal screening process and its consequences.
2018 is ARC’s 30th anniversary
and I am/we are: .................................................................
Where: ..............................................................................
When: ............................................................................... 
Contact: ............................................................................
#ARCis30
Paying in form

First name
Surname
Address
Postcode
Telephone
Email

Gift aid
By signing below I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want ARC (Antenatal Results & Choices) to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the year at least equal to the amount of tax that all charities and CASCs that I donate to, will reclaim on my gifts for that tax year. I understand that other taxes, such as VAT and Council Tax do not qualify. I understand that the charity will claim 25p of tax on every £1 that I have given.

Signature
Date

- □ I enclose a Sterling cheque/postal order (made payable to ARC) for £

- □ I have made a bank transfer to ARC (please use the reference ARC30) for £

  Account name: ARC Limited
  Bank: Co-operative Bank, PO Box 250, Delf House, Southway, Skelmersdale, WN8 6WT
  Sort code: 8-92-99
  Account number: 65625501

- □ I would like to make a payment by card, please debit my card for £

  Card number: [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
  Start date: [ ] [ ] [ ] [ ] [ ] [ ]
  Expiry date: [ ] [ ] [ ] [ ]
  Issue no: [ ]
  Security code: [ ] [ ] [ ] [ ]

ARC and your data
We would like to keep you up-to-date about ARC’s achievements and campaigns. Please tell us your contact preferences by ticking the boxes below:

- □ I wish to receive emails from ARC
- □ I wish to receive post from ARC
- □ I wish to receive telephone calls from ARC

You can change your preferences at any time by emailing info@arc-uk.org

At ARC we guarantee your details will not be passed onto any third party organisations.

Don’t forget to shout about your achievements on social media by using #ARCis30
Thank you!

Without you we couldn’t exist, every penny really does make a difference to ARC and the parents we support.