



# MORGAN'S ARMY

NO ONE FIGHTS ALONE

## FUNDRAISING PACK

# Welcome to the army!

Firstly... thank you.

By choosing to fundraise for Morgan's Army, you are standing beside families facing one of the hardest journeys imaginable.

When a child is diagnosed with cancer, everything changes overnight. The emotional toll is overwhelming — but so too is the financial pressure, the exhaustion, and the isolation.

That's where you come in.

Every pound you raise helps us provide immediate, practical and emotional support to families when they need it most.

You are now part of that support system.

And that matters more than you know.



# Our story

## Why Morgan's Army Exists

Morgan's Army was created in memory of Morgan — a brave, loved little boy whose journey inspired a community to come together, the charity was founded by Morgan's Family in 2023.

Morgan passed in June 2023 following a two year battle with a rare and aggressive form of cancer called adrenocortical carcinoma.

Out of heartbreak came purpose.

Today, we support families across South Wales who are navigating childhood cancer — providing financial help, experiences, and moments of light during incredibly dark times.

We don't wait. We act quickly, when families need us most.

Because no family should face this alone.

# How we help

Our mission is to ensure that no one fights alone and has access to robust support networks. We bridge gaps in the system for childhood cancer families in South Wales by way by funding...



Helping hand Grants

Financial Hardship Grants



Sibling Support Grants



Peer Support Events



Signposting to avenues of support

Advocacy Support



Bereavement Boxes



Cancer Awareness Projects



Contributions to major projects by national charities that benefit the families we support

# Your Impact

## Where Your Money Goes

Your fundraising makes real, immediate impact:

£25 – Travel costs to hospital appointments

£50 – Essential items for families during treatment

£100 – A special day or experience for a child

£250+ – Grants for equipment, bills or urgent support

Every pound you raise helps relieve pressure, create memories, and bring comfort when it's needed most.

# How to get started

## Fundraising Made Simple

Getting started is easier than you think:

1. Sign up for your event or challenge
2. Set up your fundraising page
3. Set a target – we recommend £250+
4. Share your story – tell people why this matters to you
5. Start asking – don't wait!

The sooner you start, the more you'll raise.

Sharing your journey is key to raising more.

### Simple Post Starter:

“I'm fundraising for Morgan's Army — a charity supporting families facing childhood cancer. This means a lot to me because... ”

- Post regularly
- Share updates & milestones
- Be honest and personal
- Celebrate donations

Tag us so we can support and share your journey!

# Fundraising Methods

Be creative with your fundraising. You can share a fundraising link on social media as a start, but you'll find much greater success by doing additional fundraising activities as well as a fundraising page.

Fun ideas can be raffles, spot the balls, sweepstakes, a fun quiz and bake sales. We hear about new ideas all the time, and so if you come up with something different, we love to hear about it!

## Collecting Monies

The easiest and most convenient way of managing your raised money is via JustGiving. All money you raise gets automatically directly to Morgan's Army so you don't have to worry.

[www.justgiving.com/morgansarmycharitablefoundation](http://www.justgiving.com/morgansarmycharitablefoundation)

You can also use traditional sponsorship forms which are available to download on our website, we've included a couple in this pack!

Please get in touch if you need any fundraising materials such as leaflets, merchandise or collection tins!

# Fundraising Tips

Want to Raise More? Do This:

- Set a clear target
- Ask directly — don't be shy
- Start with friends & family
- Share WHY this matters to you
- Keep reminding people
- Celebrate progress

People don't give to pages. They give to people.

## Business Support

Local businesses are often happy to support — you just need to ask.

Simple Ask Example:

“Hi, I'm fundraising for Morgan's Army, supporting families facing childhood cancer. Would your business consider supporting me with a donation or raffle prize?”

Don't forget:

- Ask about matched funding
- Offer to promote their support
- Follow up if needed

# Need support?

We're here to help you every step of the way.

Whether you need ideas or motivation - just reach out.

info@morgansarmy.co.uk

Tiktok @Morgans\_Army\_

Instagram @Morgans\_army\_

Facebook - search 'Morgan's Army'

We love seeing your journey — tag us so we can support you!

## Final Word...

You Are Making a Difference

Every mile you run.

Every message you send.

Every pound you raise.

It all adds up to something powerful.

You are helping families feel supported, less alone, and cared for during the hardest time in their lives and that is something truly special.

Thank you for standing with Morgan's Army.



