AZAYLIA FOUNDATION

REGISTERED CHARITY 1195195

FUNDRAISING GUIDE

Childhood cancer doesn't wait. Neither do we.

Everything you need to start fundraising for children with cancer and the families walking beside them, including what to do if you have no idea where to begin.

£3.08m
raised since 2021

7 PhDs
funded at four UK universities

19 children
given treatment grants

www.theazayliafoundation.com @theazayliafoundation fundraising@azaylia.org

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New to this? Go straight to page 06.

Already know what you're doing? Page 08 sets your page up in ten minutes.

ABOUT THE FOUNDATION

In memory of Azaylia Diamond Cain

The Azaylia Foundation was established in 2021 in memory of Azaylia Diamond Cain, after losing her battle to AML (acute myeloid leukaemia) at just 8 months old.

We are a children's cancer charity dedicated to supporting families throughout their child's cancer treatment journey, while advocating for every child to receive the best possible care and access to treatment in the UK. We support children from birth to 15 years of age, and work alongside leading clinicians, researchers and hospitals to improve outcomes for children facing cancer.

Alongside direct support for families, we fund PhD research programmes at four leading UK universities, every project focused on earlier diagnosis or more effective treatments for childhood cancers.

KEY FACTS AT A GLANCE

Founded
2021, by Ashley Cain and Safiyya Vorajee

Who we support
Children from birth to 15, and their families, throughout cancer treatment

Registered charity number
1195195

Research
7 PhDs funded at four leading UK universities

Every pound raised funds research and treatment for children who can't wait.

OUR IMPACT

The numbers behind the roar

£3,081,420
Raised to date

£1,981,671
Committed to childhood cancer research

£1,142,272
Direct research funding

£839,399
Partner match funding unlocked

£216,462
Direct treatment grants, 19 children funded, 20th underway

£2,198,133
Combined total committed to research and treatment

Figures as supplied August 2026

WHERE YOUR MONEY GOES

Our programmes

Support today. Breakthroughs tomorrow.

Children's Treatments

19 CHILDREN FUNDED

Delivered in partnership with children's hospital charities across the UK, Treatment Pathway Grants fund families directly, giving them the means to access compassionate and off-label treatments, including treatment abroad, that aren't routinely funded by the NHS. Identified by paediatric oncology consultants, these grants may offer children additional options when standard therapies have been exhausted.

The Family Support App

UK FIRST

The UK's first dedicated childhood cancer family support app. It provides trusted information tailored to every stage of a family's journey, so no family feels alone or unsure where to turn. It also offers therapeutic wellbeing support, alongside specialist guidance on treatment pathways, including off-label treatments, clinical trials, and cross-border treatment options where appropriate. Expert advice and emotional support, together in one place.

Research funding

7 PHDS, 4 UNIVERSITIES

Every project we fund is focused on improving early diagnosis or discovering earlier, more effective treatments for childhood cancers. Our mission is to ensure children not only have access to the best support today, but also benefit from the breakthroughs that will transform outcomes in the future.

Fundraisers make all of this possible. Ready to start yours?

NOT SURE WHERE TO START

Pick your challenge

Six ways to raise, from a Saturday morning in the kitchen to 100km on foot. Every one of them works, the only wrong choice is not starting.

Bake sale

EASY

A table, a tin of cupcakes and an honesty box. Work, school, church hall or the end of your drive. Price everything at a pound and let people round up.

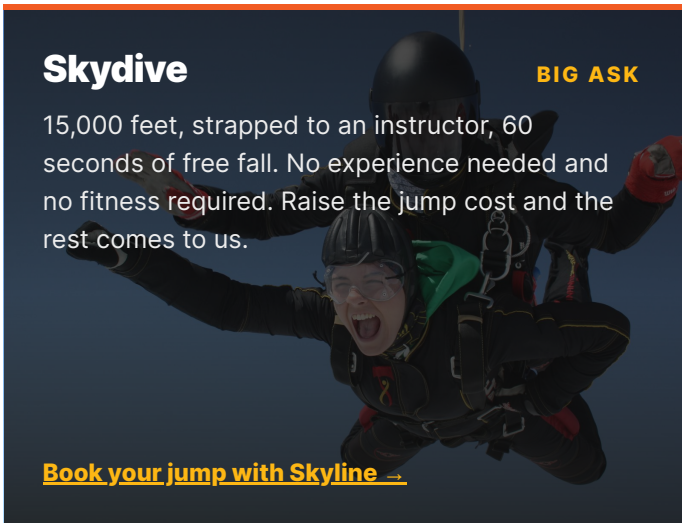
Ask us for a bake sale kit, fundraising@azaylia.org

Shave or dye your hair

BOLD

The one people always sponsor. Set a target, name the date, and don't pick up the clippers until you hit it. Orange dye if you'd rather keep the hair.

No sign up needed.
Pick a date, set a target, tell us and we'll share it.

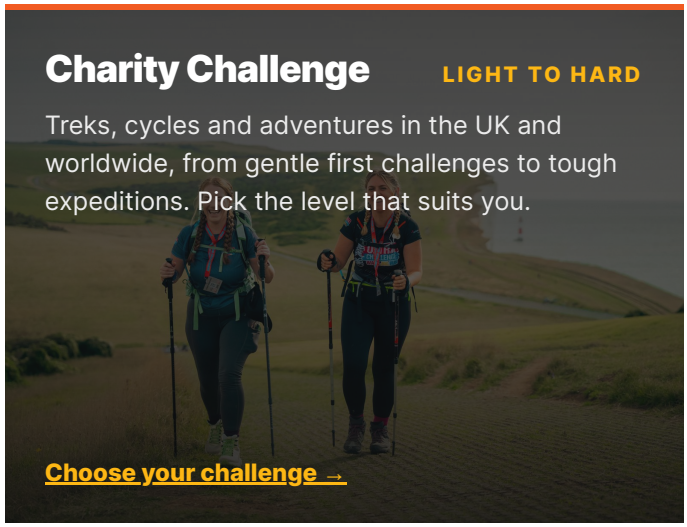


Skydive

BIG ASK

15,000 feet, strapped to an instructor, 60 seconds of free fall. No experience needed and no fitness required. Raise the jump cost and the rest comes to us.

Book your jump with Skyline →

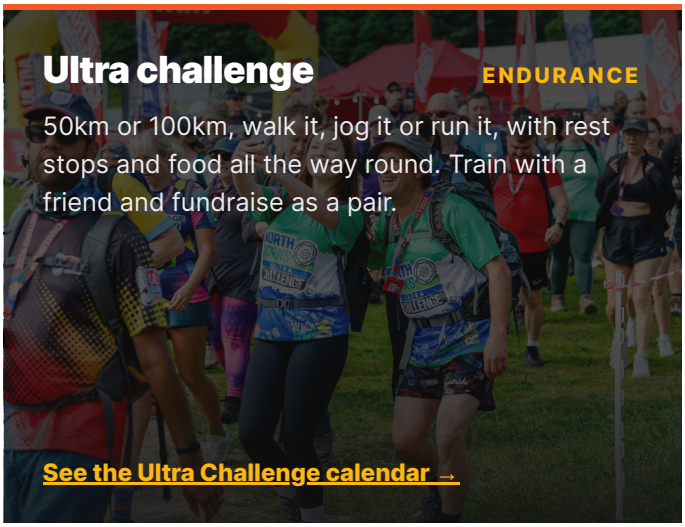


Charity Challenge

LIGHT TO HARD

Treks, cycles and adventures in the UK and worldwide, from gentle first challenges to tough expeditions. Pick the level that suits you.

Choose your challenge →

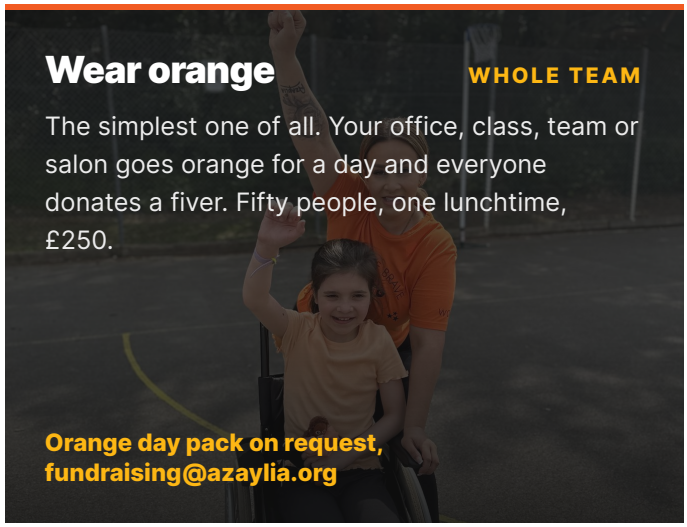


Ultra challenge

ENDURANCE

50km or 100km, walk it, jog it or run it, with rest stops and food all the way round. Train with a friend and fundraise as a pair.

See the Ultra Challenge calendar →



Wear orange

WHOLE TEAM

The simplest one of all. Your office, class, team or salon goes orange for a day and everyone donates a fiver. Fifty people, one lunchtime, £250.

Orange day pack on request, fundraising@azaylia.org

Nothing here for you? The A to Z on page 07 has twenty six more.

TWENTY SIX IDEAS

The A to Z of fundraising

A **Auction of promises.** Bid on favours, skills and a day of someone's time.

B **Bake sale.** Cupcakes at work, school or the school gate.

C **Car wash.** A Saturday on the driveway, £5 a car.

D **Dress down day.** £2 to ditch the uniform for a day.

E **Escape room race.** Teams pay an entry fee to beat the clock.

F **Football tournament.** Five a side, entry fee per team, trophy for the winners.

G **Give something up.** Chocolate, coffee or a drink, for a month.

H **Head shave.** Sponsored, filmed, and orange dye optional.

I **It's a knockout.** An inflatable obstacle day for teams and families.

J **Jumper day.** Christmas jumpers in exchange for a donation.

K **Karaoke night.** Pay to sing, pay more to make someone else sing.

L **Loose change jar.** Every coin in the house, counted at the end of the month.

M **Marathon.** Or a half, or your very first 10K.

N **Name the teddy.** A pound a guess at any fair or school event.

O **Orange day.** Wear orange to work or school, donate a fiver.

P **Pub quiz.** £5 a head, raffle at half time, landlord donates the prize.

Q **Quit for a cause.** Sponsored no smoking, no sugar, no scrolling.

R **Raffle.** Local businesses will nearly always donate a prize.

S **Skydive.** The single biggest sponsor magnet there is.

T **Tombola.** Village fete, school fair or the office Christmas party.

U **Ultra challenge.** 50km or 100km, walked or run, over one or two days.

V **Virtual challenge.** Log the miles anywhere, any time, at your own pace.

W **Wedding or birthday.** Ask for donations instead of gifts.

X **X marks the spot.** A treasure hunt around your town, £5 a map.

Y **Yoga-thon.** One class or a full day, donations at the door.

Z **Zip wire.** Or abseil, or bungee, if the plane feels like a step too far.

STEP BY STEP

Set up your GoFundMe page

It takes about ten minutes. Choosing The Azaylia Foundation as your charity means every donation comes straight to us, with Gift Aid claimed automatically.

1 Start your fundraiser

Go to gofundme.com/c/start/charity-fundraising and select **Start a GoFundMe**. Sign up with your email, Facebook or Apple account.

2 Choose "Charity" and search for us

When asked who you're raising money for, pick **Charity**, then search **Azaylia Foundation** (charity number **1195195**). Select us and funds go directly to the charity.

3 Set your target

Pick a number that stretches you but feels reachable. You can always raise it later, pages that hit their target early often go on to double it.

4 Add a photo and tell your story

Use a clear photo of you (or your team) and our fundraiser graphics, see page 11. Say what you're doing, when, why you chose The Azaylia Foundation, and what the money will fund.

5 Publish and share

Publish, then share the link everywhere, and tag **@theazayliafoundation** so we can cheer you on.

Ready? Start your fundraiser now
gofundme.com/c/start/charity-fundraising

CLICK HERE TO START

MAKE IT COUNT

Five things that double your total

01

Donate first

Kick your page off with your own donation. An empty page is hard to join; a page with momentum isn't.

02

Ask ten people personally

A direct message beats a public post every time. Ten individual asks will out-raise a hundred timeline scrolls.

03

Turn on Gift Aid

UK taxpayers can add 25% at no cost to them. Remind donors to tick the box, on your page and on the sponsor form.

04

Ask your employer to match

Many workplaces match employee fundraising pound for pound. It takes one email to HR to find out.

05

Post three times: before, during, after

Announce it, show the day itself, then share the finish line with a thank you. The after-post is consistently the biggest earner, don't skip it.

SPONSOR FORM

I am proudly supporting

AZAYLIA FOUNDATION

WHO

WHAT

WHERE

WHEN

I'm fundraising for The Azaylia Foundation, established in 2021 in memory of Azaylia Diamond Cain, who died from AML at 8 months old. **They fund research and treatment for children with cancer.** They support children from birth to 15 and their families throughout treatment, fund PhD research at four leading UK universities, and help families access treatments that aren't routinely funded by the NHS.

Over £3 million raised since 2021, for children who can't wait. Thank you for standing with me. #LetsGoChamp

FIRST NAME	SURNAME	POSTCODE	DONATION AMOUNT	DATE	PAID
			£		☐
			£		☐
			£		☐
			£		☐
			£		☐
			£		☐
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			£		☐
			£		☐
			£		☐

Total raised £

SHOUT ABOUT IT

Graphics for your socials

Free to download and use on your fundraising page and social channels. Tag **@theazayliafoundation** and we'll share you.

SOCIAL POST

"I'm fundraising for..."

Square post, editable name and total

Download →

PROFILE PICTURE

Lion heart profile picture

Square image, crops to a circle on any platform

Download →

EMAIL FOOTER

Supporting banner

Sign-off strip with your page link

Download →

LOGO PACK

Full logo & lion mark

PNG and SVG, light and dark

Download →

Need something else? Email fundraising@azaylia.org and we'll send the pack straight over.

Thank you. Truly.

Whatever you raise, you are funding research and treatment for children who can't wait. #LetsGoChamp

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