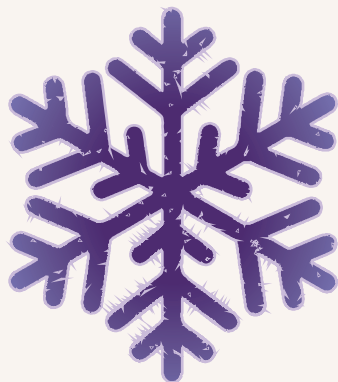




**forget  
me  
not  
children's  
hospice**



# SNOWFLAKE APPEAL

Care for a family when a child dies

## Champions Pack

**72 hours to give families the one thing they need most: time**

Together, we'll raise £320,000 to ensure every family gets the specialist support they desperately need when their child dies

Wednesday 2nd December – Friday 4th December 2026

# "We were given something priceless. Time."

It is hard to imagine the heartbreak families face when a child dies – whether after years of uncertainty or completely without warning. In the difficult yet precious minutes, hours and days that follow, what families need most is time, space and support.

That's when we step in. Our snowflake care wraps around every member of the family, providing emotional comfort and practical support through the most difficult experience of their lives.

Families can stay in our snowflake suite, a self-contained apartment within our hospice that provides a private, peaceful space to be together with their child, make memories and say goodbye in their own time. We can also support families to take their child or baby home, if they prefer.

Alongside this, we provide tailored support to every member of the family. Not only expert bereavement support, but practical help too, from arranging a funeral to ensuring a family's cultural needs are met.

**This support is available 24 hours a day, 365 days a year, but receives no statutory funding. We need your help to raise £320,000 to support 200 families at the toughest time of their lives.**

## Could you be a champion of our Snowflake Appeal?

We're inviting you to become a **champion** for our Snowflake Appeal. By encouraging your friends, family, colleagues and wider network to donate, fundraise and share the appeal, you'll help us raise £160,000. Every donation will be doubled by our generous backers, up to £320,000.

It's a chance to be part of a powerful community effort, where every backer, champion and donor plays a vital role in helping families receive the time and support they need.

### As a champion, you'll simply...



#### Share

Share your page with friends, family and colleagues



#### Inspire

Explain why you're supporting the appeal



#### Watch donations grow

Every donation made to your page during the campaign is matched by our generous backers, doubling its impact



#### Make an difference

Together, you'll help give families the time, care, and support they need and deserve



*"The snowflake suite was absolutely amazing. We had the chance to spend precious time with our son, to read to him, to show him off to our family. It was all we wanted to do, but without Forget Me Not, we wouldn't have had that time. We can't thank them enough." – Forget Me Not Family*

## FAQs

### Why 72 hours?

A short campaign creates excitement, urgency and momentum, encouraging more people to get involved and give.

### What will champions do?

From 2–4 December, you'll encourage your friends, family and colleagues to donate through your fundraising page. Every donation will be doubled by our backers (up to the campaign target), and you'll be able to see your team's progress alongside other champions.

### How will it work?

The campaign will run on a dedicated crowdfunding platform. We'll provide everything you need, including your fundraising page, email and WhatsApp templates, social media graphics and a campaign video, making it easy to share with your network.

### What's the time commitment for champions?

Around 30–60 minutes over the three days is all you'll need to reach out to your contacts.

### What if people I know are already fundraising?

Fantastic! Any money raised for the Snowflake Appeal before or during the campaign can be added to their page and matched (up to the campaign target). Donations received after the campaign may not be matched but will still support the appeal.

### What's next?

We'll keep you updated in the run-up to the campaign, provide everything you need and make sure you're ready to go. In the meantime, think about who you'd like to contact and what fundraising target you'd like to aim for.

### What if we don't raise the full £160,000?

Backers will be asked to fulfil the same proportion of their pledge as the proportion of the fundraising target achieved. For example, if we raise £80,000 (50%), backers will be asked to fulfil 50% of their pledge. They are, of course, welcome to give more if they wish.

# A family story

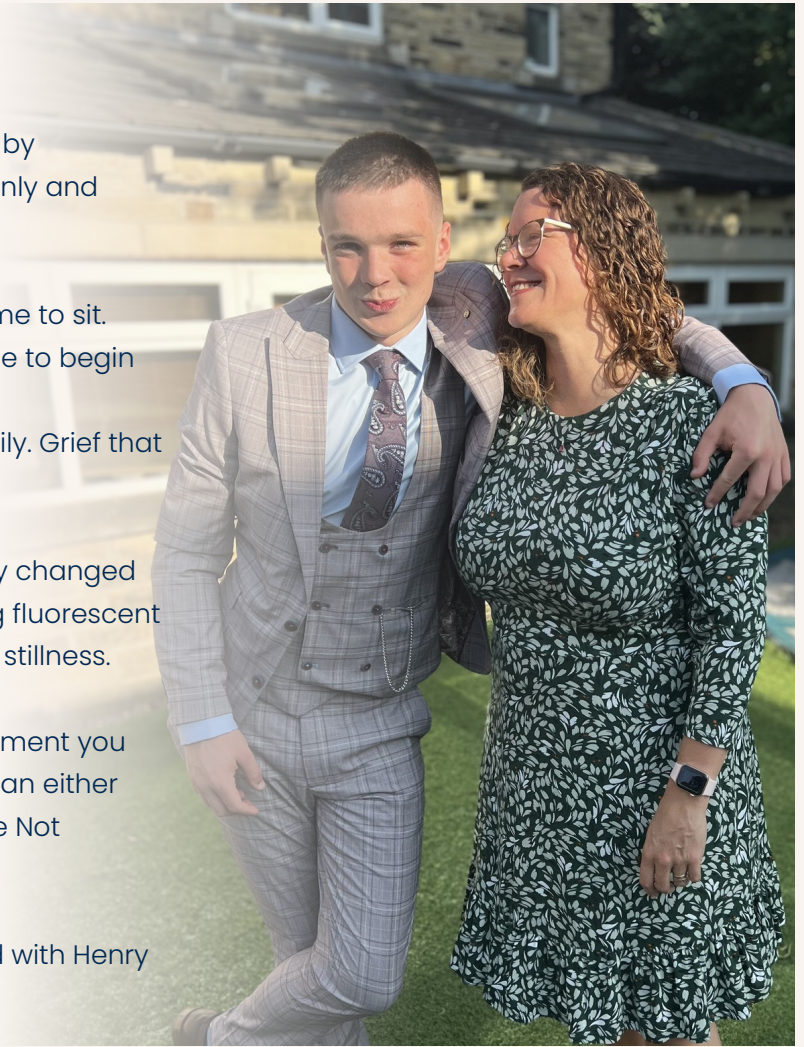
Ruth Grierson and her family were supported by Forget Me Not after her son Henry died suddenly and unexpectedly in April 2024, aged 17.

"We were given something priceless. Time. Time to sit. Time to talk. Time for his siblings to come. Time to begin saying goodbye in a way that felt human. Grief that begins in chaos can fracture a family. Grief that begins in dignity can hold a family together.

Those hours did not remove the pain. But they changed its shape. Instead of our final memories being fluorescent light and urgency, they became warmth and stillness.

Trauma embeds in the body. And the environment you are held in, in the worst moment of your life, can either compound that trauma or soften it. Forget Me Not softened it.

That was the beginning of healing. We stayed with Henry as a family."



## Sign up to be a champion today

<https://www.charityextra.com/snowflakeappeal/signup>

☎ 01484 411 040

✉ [snowflakeappeal@forgetmenotchild.co.uk](mailto:snowflakeappeal@forgetmenotchild.co.uk)

🌐 [forgetmenotchild.co.uk](http://forgetmenotchild.co.uk)

Follow us



## forget me not children's hospice

Forget Me Not Children's Hospice, Russell House, Fell Greave Road, Huddersfield, HD2 1NH

Registered Charity Number: 1110457



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**FUNDRAISING  
REGULATOR**

Inspected and rated by



**Outstanding** ☆