

Charity No. 1110457

forget
me
not
children's
hospice

Sponsorship Toolkit

Taking part in one of our events or challenges? Here's everything you need to make your fundraising a success!

The difference you make...

"Stepping through the hospice doors the first time was so hard, I was dreading it. But as soon as I did it was like a weight had been lifted. It was nothing like I'd expected, but everything we needed."

We'd prefer it if no one ever needed our help. But sadly every day a child is diagnosed with a life-shortening condition, or an expectant mum is told her baby may not survive birth, or a child dies suddenly and unexpectedly. We are here for these families however, whenever and wherever they need us, whatever the future holds.

By providing superb nursing care, hydrotherapy, music therapy, days out, memory making, end of life care, bereavement support and counselling, we help families make the most of every moment they have together.

But we can only do that with your support. It costs over £8,000 to run our hospice for just 24 hours. But we receive only £328 of that from the government or NHS. That's why we rely on our local community to help us raise the funds we need, every day.

Do something magical

£20 could fund a memory box for a family, something that means the world to families who have lost a child. Full of precious mementos – like photos, foot and handprints, perhaps a lock of hair – it's a gift they'll cherish forever.

£60 could go towards a fun trip out for a child with one of our carers, giving them a little adventure, all of their very own!

£100 could go towards two music therapy sessions for a child, a chance to express their fears, frustration or anxiety, get creative and build self-esteem.

How to fundraise for us

Fundraising online

The best and easiest way to fundraise is to do it online. It's simple to do, makes it easy to spread the word about what you're doing so people are inspired to sponsor you and it means the money you raise is sent automatically to Forget Me Not.

3 easy steps to fundraising online:

- 1.** Choose your fundraising platform. We recommend JustGiving but there are other options like Virgin Money Giving or GoFundMe
- 2.** Set up your fundraising page. Visit <http://www.justgiving.com/forgetmenotchildrenshospice> and click on 'fundraise for us' to create your own JustGiving page. You can add pictures and text to encourage people to sponsor you.
- 3.** Share your page with friends and family. Share the link to your page on social media and by email to friends, family, work colleagues etc. They'll easily be able to sponsor you using a debit or credit card.

Using your sponsorship form

Prefer a paper-based option? We've provided a sponsorship form in this pack that you can print out and ask your friends and family to fill in. When you've collected in all your sponsorship money, you can send a cheque/s to Forget Me Not Children's Hospice, Russell House, Fell Greave Road, Huddersfield, HD2 1NH (please make sure to include the completed sponsor form). If you live locally and have cash, please arrange with the fundraising team to call in with it via 01484 411040 or fundraising@forgetmenotchild.co.uk or contact us to discuss other options.

Don't forget to gift aid!

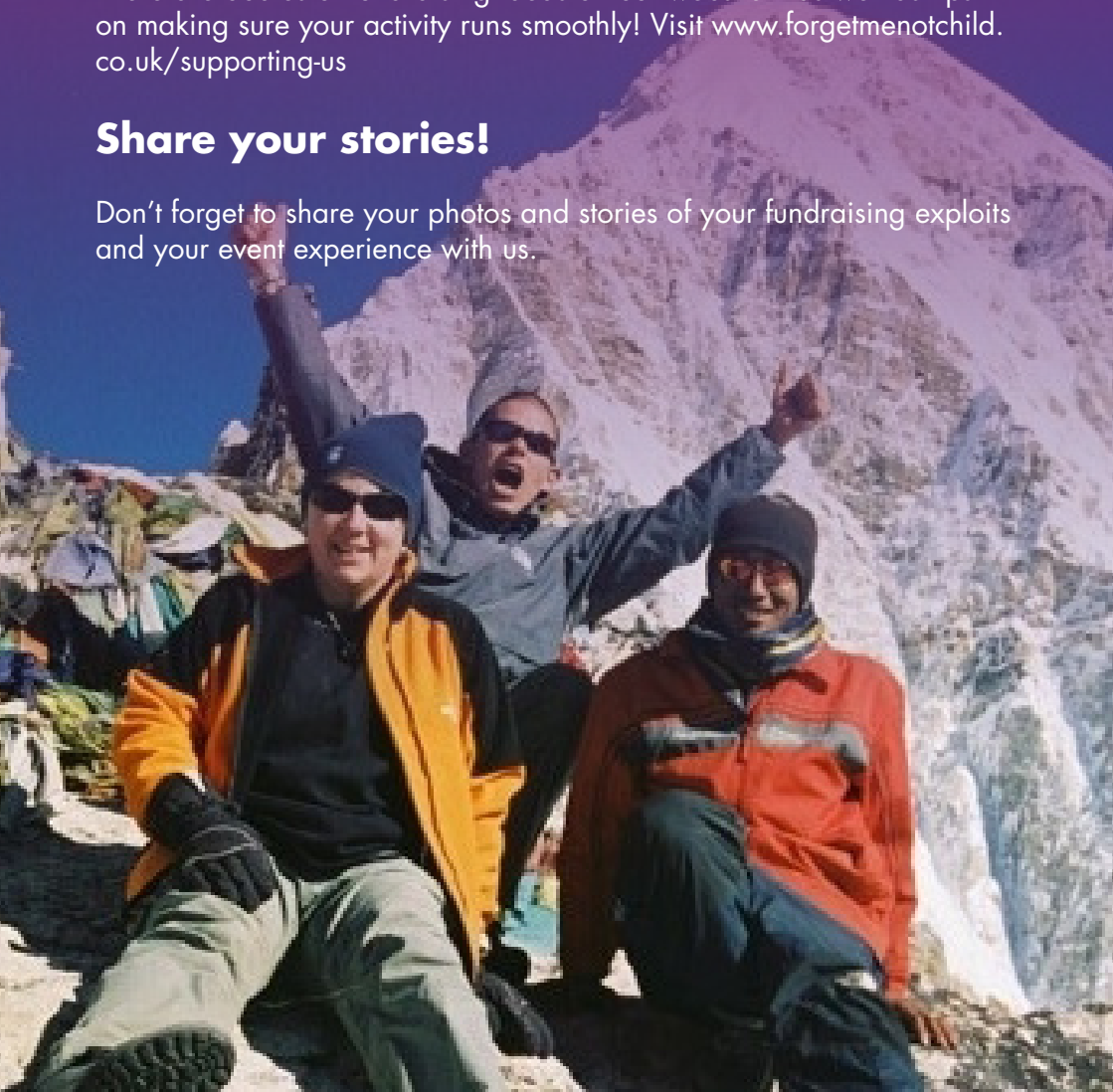
Gift aid increases the value of the money you raise by 25% at no cost to you. If your sponsors are UK taxpayers, please encourage them to tick the gift aid box on your Justgiving page or on the sponsorship form so we can reclaim it. It makes a huge difference to the amount that can be raised!

Looking for fundraising ideas?

There are oodles of fundraising ideas on our website – as well as tips on making sure your activity runs smoothly! Visit www.forgetmenotchild.co.uk/supporting-us

Share your stories!

Don't forget to share your photos and stories of your fundraising exploits and your event experience with us.



Your fundraising and event toolkit

Doing your own thing to raise money for Forget Me Not? Here's everything you need to make your event or fundraising activity a great success!


Every day someone somewhere is raising money for Forget Me Not in their own unique way. Perhaps they're leaping out of a plane or climbing a mountain. Maybe they're putting on a bit of a do. Or hosting a bake sale or office dress-down day. However people choose to fundraise for us, we couldn't be more grateful. Because without you doing your own thing, we simply couldn't do our thing – supporting local children and families to make the most of every moment.

Thank you!

In this toolkit you'll find lots of advice and guidance to help you make the most of your fundraising efforts.



10 tips to get you started

- 1** Get creative! The more fun the fundraising, the more people will get involved!
 - 2** Keep your ideas simple - make sure it's something you can definitely pull off!
 - 3** Set yourself a goal - how much do you want to raise?
 - 4** Get a team together - who can help you make your event or activity amazing?
 - 5** Work out if there are any costs to you and try to raise at least £3 for every £1 you're spending.
 - 6** Let us know your plans so we can provide support and advice.
 - 7** Set up an online giving page – we recommend [Just Giving](#).
 - 8** Publicise your event, create posters and use social media.
 - 9** Tell your story – sharing why you're fundraising can be a powerful motivator for others.
 - 10** Enjoy it!
- 

If you're stuck for idea or want to chat through your plans then please get in touch with our fundraising team, they love hearing about all the different ideas people have and can provide lots of advice and support.

Visit our website where you can not only find lots of ideas to inspire you but also a range of downloadable tools to help you with your fundraising, including:

- Sponsorship form
- Proud to support Forget Me Not Children's Hospice logo
- Poster templates
- Registration form so you can let us know what you are doing and request items such as balloons, collection tubs and buckets, banners.



Easy ways to raise more money

Shout it from the rooftops

Tell everybody you're fundraising for Forget Me Not! Social media such as Facebook, Twitter and Instagram are fantastic for this. You could also include a link in your email signature if your work will allow and make sure you include plenty of photos wherever you can. Why not contact your local paper, radio or TV with a press release or fundraising story too?

Gift aid

Gift aid is a great way to raise even more money - **for every £1 you donate we receive £1.25**. Please encourage your sponsors and donors to tick the gift aid box on the sponsorship form or on your online giving page – note: they must be a tax payer in order for us to reclaim gift aid and to fill in their home address (not work). The rules about gift aid and what can and can't be gift-aided can be complicated so if you are unsure, contact us for more information or refer to [HMRC gov.uk/claim-gift-aid](https://www.gov.uk/claim-gift-aid)

Matched funding

Many employers, big and small, offer a match funding scheme where they will donate additional funds if employees are fundraising for a good cause. Does yours? It's always worth asking the boss.



Keeping your event safe and legal

Whatever your event, the safety and wellbeing of everyone involved is paramount. Please refer to the guidelines below and get in touch if there is anything you are unsure about.

- Ensure that your event or challenge is organised safely and efficiently, think about any risks involved and make sure you have taken them into consideration. You can refer to [The Health and Safety Executive](#) for more information on event safety. Contact the Environmental Health Department for advice if you are selling food. Check you have enough help and that there is adequate adult supervision if children are involved.
- Consider what insurance you will need for your event, will you require public liability insurance? Forget Me Not Children's Hospice cannot accept any liability for any events, challenges or fundraising activity that is undertaken in aid of the charity.
- Check with your local council whether you need any special licenses or permissions. You will need a Street Collection License if you want to collect any donations in a public place. Depending on your event, you may also need: Events License, Entertainment License, Alcohol License, PRS License or others.
- Always look after your money. Aim to have two people present if you are counting any money raised. Any sealed charity buckets, envelopes or tubs should remain sealed and returned to us to be opened and counted.
- There are strict laws relating to raffles and lotteries. Full guidelines are available from your local council or the Gambling Commission which must be adhered to. For more information visit: gamblingcommission.gov.uk

How to pay in any money you have raised

Online

If you've set up an online giving page (e.g. JustGiving) the donations will be sent to us automatically and any eligible gift aid claimed so you don't need to do anything.

By cheque

Please make sure cheques are made out to 'Forget Me Not Children's Hospice' and either drop them off at the hospice, one of our shops or send by post to: Fundraising, Forget Me Not Children's Hospice, Russell House, Fell Greave Road, Huddersfield, HD2 1NH

Cash

You can drop cash off in any of our shops or at the hospice reception where you will be given a receipt.

Bank transfer

You can transfer donations directly to us via online banking: (Lloyds Bank, sort code 30-93-76, account number 03597848 – please put your name and event as a reference so we know it's from you!).

Celebrating success

Please share what you get up to and how it went with us so we can celebrate your success and hopefully encourage others to follow in your footsteps. If you have any photos or received any press coverage please forward to fundraising@forgetmenotchild.co.uk and don't forget to tag us on Facebook (@forgetmenotchildrenshospice) and Twitter (@forgetmnotchild)

We always appreciate the amazing efforts people go to for us. If there is anyone else who helped you fundraise who you think also deserves a special thank you, please send their details to us so we can make sure this happens.

Thank you for supporting us – every penny helps us provide vital care and support to local children with life-shortening conditions and their families in West Yorkshire.





**forget
me
not
children's
hospice**

Get in touch

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

01484 411040

fundraising@forgetmenotchild.co.uk

www.forgetmenotchild.co.uk