



Your fundraising pack
You're an #HDDHhero now!


Helen & Douglas House
your local children's hospice



'Helen & Douglas House is my daughter's special place - a place to be safe, smile and be happy. It is also a place for me to be mummy & to take 'the carer' role away. Life is precious and here we can make memories to treasure forever.'

Leanne, Lily-Mae's Mum

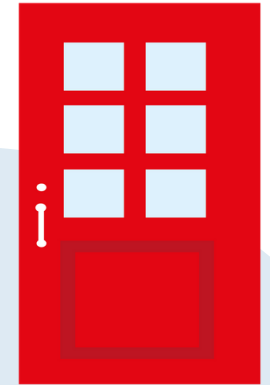
You're amazing and we can't wait to get to know you

Because, with your time, your passion and your downright brilliance, you can help us be there for local terminally ill children and their families.

Every penny you raise will help us provide exceptional one-to-one respite and end-of-life care for children in Oxfordshire and the surrounding counties. You'll help our team take care of a child's medical and nursing needs so they can spend precious time with their parents. And you'll help create happy family memories which will last forever.

Helen & Douglas House is the world's first children's hospice. As a charity, we relied on amazing people like you when we were established in 1982 and we still do today.

That's why we've created this pack full of fab fundraising ideas and tips. So all you need to do is pick the perfect thing for you, set your target and have some fun!



About us

We help hundreds of families every year.

We care for children aged 0-18 years.

It costs around £9,000 to run our services for just one day.

We need to raise £3.6 million every year.



Ideas just for you

If you're not sure where to start with your fundraising, take a look at these suggestions and see if there's one that's right for you.

In 2020, eleven amazing engineers from Openreach spotted we need to raise £3.6m per year and created their own 3.6 challenge. Over seven days, they ran and cycled distances featuring 3 and 6, and they raised an incredible £1,833 for us. Great job guys, thank you! Use social media to show off your fundraising. And don't forget to tag us using #HDHHero.



Thank you Openreach!

Gifting, gifting, gifting

Got everything you need? Why not ask people to donate to us instead when a birthday or celebration comes along. You can easily do this on Facebook or by setting up a JustGiving page. Their gifts will change children's lives.

Dine at Mine

Whip up a storm in the kitchen and invite your mates over for a virtual dinner on Zoom. They could rate your dishes and donate what they think they're worth. Ready, steady, cook!



Josh with his mum Clare

Clare, whose son Josh has been coming to us since 2013, raised a delicious £664 when she wined and dined her friends.

Well done and thank you Clare!

Collect up your change

Get children involved by encouraging them to save up their £1 coins - whether from pocket money or sponsorship from family and friends.

Theme it up

Passionate about football, love history or adore another subject? Then why not make it your fundraising theme and create events, like a dressing up day or themed ball, that people pay to enter? Just make sure yours is theme-tastic fun!



Christmas themed events



Banbury business owners PJ Day networking event*

Banbury business owners raised a fantastic £370.55 when they pulled on their pyjamas and took part in a Business Buzz networking event. The host donated £2 for every pair of pjs worn and guests tucked into the fabulous cakes on offer for a donation. Thanks everyone!

*Photo - Amelia Jong, ACEsnaps Photography

We'd love to hear about your fundraising, so let's keep in touch! We're on 01865 799150 or fundraising@helenanddouglas.org.uk if you have any questions, concerns, or simply want to bounce ideas around.

Take it online



Online apps like Zoom and House Party are the perfect way to host fundraising events when you can't be with your friends and family.

These are some of our favourite online ideas:

An online Bingo night

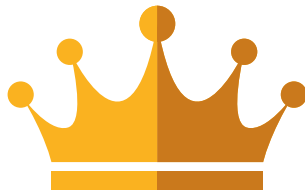
Sign up at www.myfreebingocards.com, to set up your own Bingo night at home! Charge an entry fee (you could set up a JustGiving page) and send everyone their own online bingo card. Don't forget prizes for the winners. Email fundraising@helenanddouglas.org.uk for more information.

Make 3.4 your magic number

Show us what you're made of and create your own 3.4 challenge. You could swim, run, or do something else that wows your loved ones and takes us a step closer to raising £3.4 million a year!

A quiz night in

Think you're a quizzing king or queen? Then prove it by putting on a virtual quiz night and charging your friends to enter. Just remember not to gloat (or sulk) when the winner is crowned!



Shout it out! Because the more people that know about your fundraising, the more money you can raise and the more families we can help.

Host a gamathon

Is gaming your passion? Why not turn it into a fundraising tool. One of our supporters held a 24-hour sponsored live stream gaming session and raised an incredible £1,140 after initially hoping to raise £150!

Organise a disco

Even if you can't get together in person, why not host a Zoom or House Party disco. Pull together your favourite playlist and gather your friends online, and encourage them to donate to your JustGiving page.

Smile **amazon**.co.uk

The next time you treat yourself to something lovely or if you're doing some shopping, make sure you do it through AmazonSmile. The site will donate 0.5% of the amount you spend, excluding VAT, shipping fees and returns. So go get shopping!

There are loads more ideas on our website. Check them out at helenanddouglas.org.uk

Do your own thing

If none of our suggestions are up your street, please feel free to do something that's fun for you. We promise not to be offended!





Making memories for you and the families we care for

Here at Helen & Douglas House, despite the COVID-19 pandemic, our services haven't stopped. But we have had to adapt, which we have done by offering more support for children and families at home.

At this difficult time, this lifeline of support is needed more than ever before as so many support services are closed and it is through your generosity that we can be there when and where our families need us most.

Your support will be helping families like Roman's. Twin Roman, at only a few days old, was given weeks to live. In March 2019 he came to Helen & Douglas House after being diagnosed with a rare genetic heart condition. He needed our emergency medical care and his exhausted family, after spending weeks by his side in hospital, needed emotional and practical support.

As the months went on Roman was admitted back to the hospice on multiple occasions, each one feeling like it could be the last.

Our community nurses also visited him at home regularly and were often at the end of a phone in the middle of the night to help avoid a crisis. Months went by and despite being given just weeks to live, Roman spent his first and last Christmas at home with his family.

'It felt like a miracle as we got everything we wanted for Christmas. Roman and Harley celebrated together and opened presents. Roman even sat in his highchair for Christmas dinner, the only time he did as he was usually too weak to hold himself up. Thanks to our Helen & Douglas House lifeline, we had the perfect Christmas Day.'

Sadly in January 2020, just a few weeks after Christmas, Roman died peacefully at home surrounded by his family.

The generosity of supporters like you meant that our team at the hospice could be there to support his family at such a sad time. Our bereavement team will continue to support this family for as long as they need.

Ellie and Oli with twins Harley and Roman

Our top tips

Here are a few suggestions to help you make the most of your fundraising fun:

Make donating easy

It takes just a few minutes to set up a fundraising page on JustGiving. As soon as it's live, you'll be able to take donations online. You may be able to ask for Gift Aid (check our website) and keep people up-to-date with all your fundraising fun. Don't forget to update your page with your photo, story and share it with your family and friends. The earlier you start, the more money you're likely to raise.

Be a social media darling

Facebook, Tiktok, Instagram, YouTube, Twitter and Snapchat are all brilliant ways to let people know what you're up to. You could post updates on your plans, give shout outs to loved ones, share links to donate, or even stream your event live. Don't forget to tag us using #HDHHero.

Snap happy

From scrolling through Instagram to flicking through albums, everyone loves a good photo. So take and share as many pictures as possible. It will really help bring your fundraising to life. But just remember – not everyone wants to be a model, so make sure you ask people's permission first. Share your photos with us on #HDHHero

Think bigger

Reaching your fundraising target is easy when you add extra activities into the mix. Depending on your main event, you could include a raffle, sweepstake, or even an auction. But whatever you choose, it must be right for your audience.



A personal best for this HDH hero



Ethan with his teacher, Mr Laurie

When his favourite teacher ran the London Marathon for Helen & Douglas House, 7-year-old Ethan was determined to follow in his sporting hero's footsteps. He set up a JustGiving page and hit the ground running at his local 5k park run. Ethan not only set a new personal best, but he also raised a whopping £282 for our work.

Thanks for being an #HDHHero, Ethan!

You help us do things right

'One of my favourite things about working at Helen & Douglas House is that no two days are the same. The children have such different diagnosis (some don't even have a diagnoses yet) and their needs can vary so much and be really intense.

'But thanks to supporters like you, I have the freedom and fluidity to be able to play anytime, anywhere and pretty much go wherever a child's imagination takes us. We embrace the whole family, too. And because of you, we have the time to do things right, to provide meaningful care.

Thank you so much for making my work possible.'



Rhian Simmons,
Learning Disability Nurse

The difference you can make

We rely almost entirely on support from people like you to fund our vital work with local terminally ill children and their families

£10

Could pay for the PPE equipment needed for one of our Doctors and Nurses to visit a child at home.

£76

Could pay for two bereavement counselling sessions for parents who are going through the heartbreak of losing a child.

£25

Could pay for an hour's phone call or an hour's visit from one of our amazing Community Nurse Specialists to help a terminally ill child.

£213

Could pay for a home visit by one of our Doctors to ensure a little boy or girl receives the special care they need.

£50

Could pay for the first emergency consultation with our Doctor when a child needs the lifeline of emergency care.

£472

Could pay for one of our [#Network Saturdays](#) where teenagers with life-limited conditions have a chance to meet up, make friends and hang out together in safe space.



What you need to know

Fundraising is fantastic when it's done right. So here are a few things you'll need to think about when you start making plans:

Gift Aid

Asking your friends and family to Gift Aid their donations can boost your fundraising by a whopping 25%. Donations can be Gift Aided when they're made on your online fundraising page, or when you're using our sponsorship form.

Sponsors must be UK taxpayers, and must provide their name and address. Not all types of fundraising activities are eligible, so make sure you check out the Gift Aid section on our website.

Collections

Get in touch or take a look at our Keeping it Safe and Legal leaflet if you'd like to do a street or supermarket collection. You can reach our lovely Community Fundraising Team on [01865 799150](tel:01865799150) or email them on fundraising@helenanddouglasshouse.org.uk.

Raffles

Raffles are a fab way to top up your fundraising, although there are certain things you need to be aware of before going ahead with one, as you may need a licence from your local authority. Don't worry though, we've got a special raffle guide to explain more. Give us a shout on [01865 799150](tel:01865799150) or email fundraising@helenanddouglas.org.uk if you'd like a copy.

Data protection

It's important that people who support your fundraising know how their information is being used. Using our fundraising materials and guidance and setting up a JustGiving page for people to donate through, are both good ways of making sure you're keeping people's data safe. Our website's Privacy Notice will tell you and the people who support your fundraising, what we do with your data helenanddouglas.org.uk/supporter.

Logo

If you'd like to use our logo in your fundraising materials, please get in touch. We're only a call or email away on [01865 799150](tel:01865799150) or fundraising@helenanddouglas.org.uk.

hdh.org.uk

How to pay in your fundraising

Any money you raise via your JustGiving page comes to us automatically. If you have additional cash donations, you can either donate via your JustGiving page or send it to use as soon as your fundraising is complete. Because the sooner we have it, the sooner we can put it to good use.

- Pay online at hdh.org.uk to make a card payment
- Make a BACS payment:
Account name: Helen & Douglas House
Account number: 84326735
Sort code: 60-70-03

Don't forget to include your name in the reference box. We can't thank you without it!

Are you our next HDH Hero?

'Emily was just 11 years old when she hosted her first bake sale in memory of her friend Izzy. Emily raised a massive £4,700 for the children we care for. She is truly an #HDHHero.'

'I wanted to help Helen & Douglas House because my beautiful friend was poorly with cancer and then moved to Helen & Douglas House. I started fundraising because I wanted to help make the children there feel more comfortable and to give them some happy times. It took a day to bake all the cakes and half a day to ice them all, but it was absolutely worth it!'

Will you be one too?



#HDHHero Emily



Fundraising terms and conditions

Thank you for fundraising for us - you're an HDH Hero. When fundraising for us you agree to these terms and conditions.

1. You agree to organise fundraising activities as an independent supporter of Helen & Douglas House and therefore you should refer to raising money as 'in aid of' HDH not on behalf of HDH.
2. You agree to comply with any instructions, advice or guidance given by Helen & Douglas House relating to your fundraising activity.
3. You will be responsible for any costs, taxes, charges or expenses incurred or arising from any connection with your fundraising activity.
4. You accept that any risks related to your fundraising activity are your responsibility, including liability for any injury or loss which may occur to you or any other associated with your fundraising activity. You will therefore take all reasonable precautions to protect the health & safety of all of those associated with your fundraising activity.
5. You will comply with all applicable laws and regulations associated with your fundraising activity, obtaining any necessary licensing, consents or permissions. E.g. If you are holding a street collection, raffle or lottery or proposing to sell alcohol.
6. You acknowledge and accept that Helen & Douglas House's insurance policy will not cover any activity associated with your fundraising.
7. You will not do anything that threatens Helen & Douglas House's reputation, brand or name. If you do, Helen & Douglas House has the right to ask you to stop your fundraising activity immediately.
8. You agree to pay all of the proceeds from your fundraising activity as soon as possible after the event or collection of the monies (and in accordance to any agreed timescales) and in accordance to Helen & Douglas House's instructions. You may not deduct any costs unless agreed in writing with Helen & Douglas House.
9. You shall encourage donors and/or sponsors to make gift aid declarations where eligible and practical. This may enable us to recover basic tax on these donations. Further information about gift aid can be found at: <https://www.gov.uk/donating-to-charity/gift-aid>
10. Unless Helen & Douglas House has provided you with branded materials as a result of your fundraising registration, you may only use the Helen & Douglas House name, brand and logo with written permission from Helen & Douglas House and in line with charity's brand guidelines. To apply for permission, you will need to let Helen & Douglas House know how you plan to use the charity's name, brand or logo on your own materials by emailing fundraising@helenanddouglas.org.uk and provide Helen & Douglas House with samples or examples when requested.
11. If you provide photographs or video to Helen & Douglas House from your fundraising activity for the charity, you agree that these may be used by Helen & Douglas House for commercial and/or fundraising purposes. By sending this to Helen & Douglas House you are also confirming that anyone featuring prominently in the photograph or video is aged 16 or over and that they consent to their image being used in this way.
12. If you are under the age of 18, you confirm that you have shown these terms and conditions to your parent/guardian and they have agreed to accept responsibility for complying with these terms and conditions on your behalf.
13. You agree that Helen & Douglas House can use the details that you have provided to discuss your fundraising activity and follow up on your progress.

'Helen & Douglas House is more than
respite for us, it's a sanctuary, it's
family and it's a hotline to some of the
best medical professionals in the
country.

'Please help them continue their work.
Please start your fundraising fun today.'

Tim, whose little boy Toby comes to Helen & Douglas House



Toby with dad Tim

Helen & Douglas House

14a Magdalen Road, Oxford, OX4 1RW

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fundraising@helenanddouglas.org.uk



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