



Your fundraising pack
You're a #HDTTero now!


Helen & Douglas House
your local children's hospice



'It's the little special things they do, like put Tillie's name on the bed when she comes for a supportive stay.

Without Helen & Douglas House we wouldn't have felt as strong and as confident to care for a sick child like Tillie'.

Jodie, Tillie's Mum

Tillie at one of her supportive stays at the hospice. Mum Jodie, Dad Darrell and elder sister Annie all come to stay in our family flats so they can enjoy time together as a family.

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 care through supportive stays and end-of-life care for children in the Thames Valley. 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 over £3 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.

Fundraising ideas

- Quiz night
- Pamper evening
- Clothes swapping event
- Themed dress day at your school
- Bake sale
- Murder Mystery evening
- Bingo night
- Hair cut, beard or head shaving
- Car or dog wash
- Film night
- Give up something
- Hold a barn dance or ball
- Collect your change or pocket money in a jar
- Dine at Mine where people come for dinner and donate the cost of the meal



We have lots of great resources we can send you including:

- Balloons
- Collection tins and buckets
- Bunting
- Disposable banner
- Leaflets about our charity

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.



Making memories for you and the families we care for

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.

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

Ellie and Oli with twins Harley and Roman

'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.'

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.

Our top tips

Here are a few suggestions to help you make the most of your fundraising fun. Email fundraising@helenanddouglas.org.uk for more help and advice.

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.

Social media shoutouts

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

Eventastic

Find out more about our fundraising events at hdh.org.uk. You could take part in one of these to add to your fundraising target.

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

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!



Ethan with his teacher, Mr Laurie

Thanks to you we're there

'Our Outreach service provides children and their families with a vital degree of flexibility and choice and allows them to choose where they receive our expert support. In many cases, the children we care for often feel more relaxed in their own surroundings with their families, friends and their favourite toys, which in turn can significantly benefit their health.'

Nurse Becky



Outreach Nurse Becky with Roman at home

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 craft materials for children staying with us to paint and make things to take home as a present for their parents.



£75

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.



£200

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.



£500

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.



"Life without Helen & Douglas House would be unbearable. Helen & Douglas House gives my family the invaluable chance to be a family again. It's a place where I can simply be 'Mum', and Jasper can enjoy fun activities with his brother Barnaby."

Christina, Jasper's Mum

Jasper with Chloe from our play team and Mum Christina having fun with water play.

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.

The logo for Gift Aid, featuring the words "giftaid it" in a black, lowercase, cursive script font on a white background.

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.



Risk Assessment

It is a good idea to do a risk assessment for your event. If you would like a template, call [01865 799150](tel:01865799150) or email fundraising@helenanddouglas.org.uk

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.



Keeping it safe and legal

Cash collections

Before you start collecting money in supermarkets or other types of private property, make sure you have written permission from the owner.

You'll need a licence from your local authority if you want to do a collection in the street or another public space. It can take time to obtain your licence, so contact your council as soon as possible.

We can give you a letter of authority to show organisations or people who want to check your fundraising credentials. Just give us a call on **01865 799150** and we'd be delighted to help.

Don't forget that everyone collecting cash in public must be over 16 years old.



Licences

Check your local authority website if your event includes:

- Alcohol or entertainment, including recorded music
- Raffles & lotteries where you must pay to enter, or auctions
- Collecting money in public
- Putting up banners, signs or other marketing materials in outdoor spaces

This list isn't exhaustive, so make sure you have a proper chat about your event when you contact your council.



Volunteers

We love volunteers at Helen & Douglas House and they often play a vital role in fundraising events. You can keep your volunteers safe by taking a look at the Health and Safety at Work Act 1974. It's not as scary as it sounds, and you can find out more at hse.gov.uk.



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.



It's a sweepstake!

Go to hdh.org.uk to download one of our sweepstakes

Sweepstake are a fabulous way to raise money for Helen & Douglas House. They work for just about any audience and every type of competition. Here are a few ideas for you:

Football

Competitions like The FA Cup, Champions League and The World Cup are perfect for sweepstakes. You could make yours about the winning team, highest scoring footballer or pretty much any other aspect of the contest. Just make sure your sweepstake is a shot in the goal for Helen & Douglas House.

TV Talent show

At Helen & Douglas House we love a good tv competition! And what could be more fun than creating a sweepstake for Love Island, The Masked Singer, Strictly Come Dancing or even the Great British Bake Off? Go on, you know you want to!

Horse racing

With events like the Grand National and the Cheltenham Gold Cup, horse racing is the ideal subject matter for a sweepstake. It's perfect for gee-geeing up your friends, colleagues and family. Whichever horse you back, you'll help transform the lives of local terminally ill children!

5 easy steps to make your sweepstake a success

- Choose a competition and list the possible outcomes. You can use our downloadable teddy bear sweepstake (opposite) or just write the options on pieces of paper and put them in a jar.
- Ask your mates, loved ones or colleagues to take part and encourage them to make a voluntary donation when they enter – you must make sure the sweepstake is free to enter.
- Let them pick one out of the jar, give them one at random or get them to write their name on your sweepstake sheet. Wait for the competition to close, name your winner and send us the money asap!

Teddy bear sweepstake

Suggested donation **£2 per guess**

Name the Teddy

I'm raising money to help local terminally ill children.

Please write your name and phone number if needed and guess the winner.

The winner will receive

Good luck!

 In aid of
Helen & Douglas House
your local children's hospice

Snowy	Lily	Marshmallow	Yang	Jasmine	Hedwig
Mento	Cloud	Luna	Coconut	Buttons	Glacier
Snowdrop	Moon	Polar	Daisy	TicTac	Blanche
Pearl	Vanilla	Bianco	Polo	Magnolia	Alaska
Iceberg	Rose	Frosty	Albus	Snowball	Comet

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.

- Make a BACS payment:
Account name: Helen & Douglas House
Account number: 84326735
Sort code: 60-70-03

- Pay online at hdh.org.uk to make a card payment

- Tap to donate



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.

Your fundraising plans and activities

Note down some of your ideas for fundraising and a timetable for organising these

'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
for short supportive stays



Toby with Dad Tim

Helen & Douglas House
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fundraising@helenanddouglas.org.uk

Registered charity no 1085951



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