

A young girl with blonde hair in pigtails is blowing bubbles. She is holding a red bubble wand and a white container of bubble solution. The background is a soft-focus green, suggesting an outdoor setting. The image is framed by a white, wavy border at the bottom.

Fundraising In Memory

Winston's Wish
the charity for bereaved children

Thank you for your support

Thank you so much for creating a Tribute. This booklet is designed to give you some ideas for events and activities that can help you fundraise in memory of your loved one, if and when you may wish to.

Any money raised will create a lasting legacy, living on in the support it enables Winston's Wish to provide to bereaved children and families, enabling them to face the future with confidence and hope.

If you have any questions, please contact the In Memory Team

By telephone: **01242 515157**

By email: **remembering@winstonswish.org.uk**



If you would like help supporting a bereaved child, please call the Winston's Wish Helpline on:

08088 020 021

About Winston's Wish



Every day more than 100 children are bereaved of a parent in the UK...

Winston's Wish supports children and young people after the death of their mum, dad, brother or sister. This is one of the most devastating and sometimes

traumatic situations a child can face.

At Winston's Wish we offer practical support and guidance to families, professionals and anyone concerned about a grieving child. We believe that with the right support at the right time they can face the future with confidence and hope.

Our services include:

- National Helpline (08088 020 021)
- Website support (www.winstonswish.org.uk)
- Drop-in groups
- Call-back telephone support for families
- Individual, family and group work
- Specialist publications and resources
- Training and consultancy for professionals

Fundraising ideas

- Donate in lieu of gifts for your birthday or at a wedding
- Sell unwanted gifts or old books
- A memorial football match
- Black tie ball
- Auction of promises
- Skittles night
- Abseil
- Tea party
- Race night
- Eighties themed night
- Bingo
- Treasure hunt
- Darts tournament
- Golf day
- Parachute jump
- Car wash
- Fashion show
- Leg wax
- Sweepstake
- It's a knockout
- Father and son's cricket match
- Summer fete
- Quiz night
- Wear W day
- Zumbathon
- Collect 20p's in a Smarties tube
- Poker night
- Talent show
- Guess the weight of the cake
- Carol concert
- Five-a-side football
- Bank Holiday BBQ
- Dinner party



Runs and challenges

- Brighton Half (February)
- Devil Mud Run (March)
- Reading Half (March)
- Bath Half (March)
- Brighton Marathon (April)
- London Marathon (April)
- Great Manchester Half (May)
- Great Swim (June)
- Ride London 100 (August)
- London Triathlon (August)
- Severn Bridge Half (August)
- Great North Run (Sept)
- Great Bristol Half (Sept)
- Cheltenham Half (Sept)
- Great Birmingham Half (Oct)
- Bristol + Bath Marathon (Oct)
- Great South Run (Oct)
- Boxing Day Challenge (Dec)



The following challenges are available on various dates throughout the year. Find up-to-date events information at www.winstonswish.org.uk/events

- London to Paris cycle
- Yosemite to San Francisco cycle
- London2Brighton Walk
- Trek Fest - The Beacons
- Edinburgh Night Ride
- Trek Fest - The Peaks
- Zambezi Raft Challenge
- Great Wall of China Trek
- Skydive
- Bungee jump
- Abseil

Raising sponsorship

Sponsorship

Ask us for a sponsorship form or use your Tribute fundraising page. This is a fantastic way to easily raise sponsorship. Your friends can sponsor you wherever they live and the money comes directly to us at Winston's Wish.

Tips for raising the most

Set a target Not too easy, nor too high - an achievable challenge.

Make it personal Add pictures, include details about your challenge, why you are doing it and why you have chosen to support Winston's Wish.

Set a bench mark for donations Get somebody generous to donate first as others will lead by example.

Encourage donors to Gift Aid With Gift Aid Winston's Wish receives an extra 25% on top of the donation.

Use your Facebook page or Twitter account Social media is a brilliant way to keep reminding your friends about your challenge and make them feel a part of it.

Thank people personally and publicly "Thanks so much to Laura Smith donating £10 towards my Going dry for January".

Update people on your target "£100 to go guys - dig deep!" 65% of donors would give again to help a friend reach their target. Offer a bonus if you reach a particular target like doing the challenge in fancy dress.

Matched giving Many companies offer a match giving scheme. They may match £1 for £1 or up to a set limit.

Other ways people can help Some people may not want to give a big donation however would be keen to help in other ways. Ask them to bake a cake to sell or give up an hour to bucket collect.

Don't be afraid to ask, keep reminding people of your challenge via social media and face-to-face.



Winston's Wish campaigns

Jumpin' June (June)

You can do a jumping activity at home, work or school this summer. You can do it solo or get your friends or family to jump along with you! Daredevils can take on a skydive or bungee jump, whilst we have lots of ideas for those who want to stay closer to the ground.



Great British Brekkie (July)

Raise the most with tea and toast this February by doing something breakfast related. Invite friends over for a full English, have croissants with colleagues or run a competition for best recipes.

www.greatbritishbrekkie.org.uk



Wear W Day (Anytime)

Within your school, office or sports club dress up as something beginning with w. Think wigs, wings, wands, wizards, wally, waiters... and donate to Winston's Wish.



Wish Upon A Star (December)

Set up a tree in your kids' classroom, at work or a party venue. We will send you all the materials you need to take part. Encourage everyone to write or draw a memory or wish on a star and donate £1 to Winston's Wish.

Decorate your tree with magical stars, take a picture and send it to us!



Tips for organising an event

Are you planning to organise an event to raise money for Winston's Wish? Here are some tips for where to start...

Who? Think about who your audience is and their motivation to attend your event. Is it going to be a fun gathering for friends or a networking opportunity for businesses?

How are you going to raise money? You could organise an auction or raffle at the event or charge an entry fee.

Keep it safe and legal! Remember to take health and safety into consideration when organising your event. Do you need a first aid presence, approved contractors, public liability insurance? Be aware of the law. Do you need a collection permit, gaming licence or food hygiene certificate for your event or activity?

Spreading the word! Send the who, what, when, where and your contact details to the local newspaper or your favourite radio DJ. The local press love "stories about people" so let them know why you are fundraising for Winston's Wish.



- Send personal invitations
- Create posters and flyers
- Post on Facebook & Twitter
- Post on your office intranet
- Add it to your email signature

Free and easy ways to support us

Online

- Like us on Facebook, follow us on Twitter @winstonswish.
- Sign up to Give As You Live. We will receive a donation each time you shop online with certain stores.
- Buy your Christmas cards from the Winston's Wish online shop.

In your Community

- Nominate Winston's Wish for charity schemes in your local supermarket
- Suggest Winston's Wish as your organisation's chosen charity.
- Ask your school or university to support Winston's Wish.
- Ask your local stores if they would have a Winston's Wish collection tin

Volunteer for Winston's Wish

We are always looking for people to help out in their local area to:

- Help with admin and research in one of our offices
- Give presentations about Winston's Wish to different organisations
- Bucket collect in supermarkets or at events
- Steward or help at registration for Winston's Wish events
- Become a cheer squad with your friends and cheer on our runners at London Marathon, Great North Run and more...



Fundraising for your Tribute

A Tribute is your own individual website where friends and family, near or far, can share special memories, support each other and celebrate a loved one's life in a very personal way. It is free to create and can hold photos, music, videos or stories - like an online memory box. It is also possible to light a candle, make donations or use the page for events and fundraising. A Tribute also shows the total raised in your loved one's name, so that everyone who has contributed can see what they have achieved. Any money raised will create a lasting legacy of life-changing impact for bereaved children and their families.

What can I do with a Tribute?

Once you have created a Tribute, family and friends will be able to:

- Light a candle, add stories or upload photos, videos and music
- See any money raised in their memory in one place
- Create events and fundraise on the Tribute site
- Link to other fundraising pages (eg. JustGiving, Virgin Money Giving)
- Make a regular monthly donation or on a special anniversary

www.winstonswish.org.uk/regular-donation

How will Winston's Wish support me with my Tribute?

The In Memory team at Winston's Wish will provide you with any help you may need to set up and update your Tribute, or support for fundraising events and activities. You will receive a candle which you could light to mark special anniversaries, and when £500 is raised in memory, we will send you a 'Thinking of You' rose plant as a living remembrance of your loved one.



Case study: A Tribute to Gemma

Winston's Wish supported Matthew and his two young daughters Neve and Erin after his wife, Gemma, died of cancer. Gemma's sister, set up a Tribute in her memory and has organised events and completed challenges to fundraise in Gemma's memory and ensure that more bereaved children like Neve and Erin can be helped.

"Winston's Wish gave Matthew and the girls such wonderful support after my sister's death that I want to do all I can to help other families who find themselves in the same position we were in. Setting up this Tribute fund for Gemma is a wonderful way of remembering her and, just as importantly, enables us to give back to an organisation which was invaluable in helping the whole family since Gemma's death." Abigail Kent, Gemma's sister



"Keeping precious memories alive is one of the most important gifts we can give grieving children. A Tribute is a great way to achieve this."
Helen Fisher, Winston's Wish Family Services Team Leader



Winston's Wish Helpline:

08088 020 021

Website: **www.winstonswish.org.uk**

Create or visit your Tribute at:

www.winstonswish.org.uk/tributes

In Memory team: 01242 515157

remembering@winstonswish.org.uk

Winston's Wish is a registered charity (England and Wales) 1061359, (Scotland) SC041140