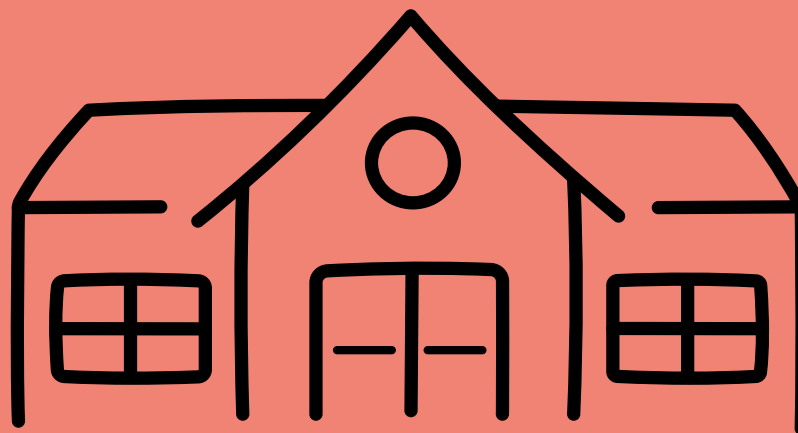


SCHOOLS FUNDRAISING PACK



**WINSTON'S
WISH** **WW**

Giving hope to grieving children

WHAT WE DO

At Winston's Wish, it is our mission to:

LISTEN WHEN A CHILD IS GRIEVING

ACT WHEN A CHILD NEEDS OUR HELP

KNOW WHAT TO SAY WHEN IT IS TIME TO TALK

"I could talk to anyone I met through Winston's Wish and just get it out, instead of just sitting at home and thinking in my head. I can now talk about what happened to my dad and not get as upset as I used to. When I first started talking about it, I used to cry but now I don't. Winston's Wish helps, go talk to people, that's what I did and it helps so much."

Jack



WE BELIEVE IN A SOCIETY WHERE EVERY CHILD CAN GET THE HELP THEY NEED WHEN SOMEONE CLOSE TO THEM DIES.

We reach thousands of children and families each year through our services, which include:



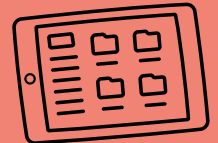
FREEPHONE NATIONAL HELPLINE

Parents and professionals can call our National Helpline for free on **08088 020 021** for on-going support and advice, Monday – Friday, 9am – 5pm.

9,000 children and young people benefited from our Helpline in 2016/2017

ONLINE

For parents and professionals, visit winstonswish.org
For young people, visit help2makesense.org



FACE-TO-FACE

Individual, family and group work.

SPECIALIST PROGRAMMES

For children bereaved by accident or illness, suicide or murder and military families.

TRAINING

Professionals can access our training to give them the tools needed to support bereaved children and families. Visit winstonswish.org/training



PUBLICATIONS & RESOURCES

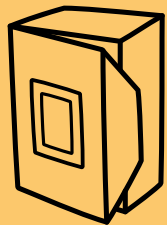
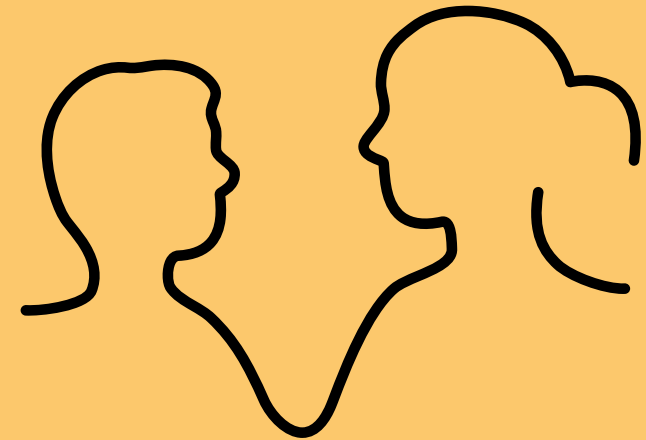
We have a range of publications and resources aimed at helping children and young people come to terms with their grief. Visit shop.winstonswish.org



19,527 publications distributed in 2016/2017

WHAT YOUR MONEY COULD HELP FUND

Winston's Wish relies almost entirely on voluntary donations to raise the £2.5 million we need each year to fund our services. Here's how your money can help:



£30 could fund the cost of a memory box for two children attending one of our day groups, helping them to talk about and remember the person who has died.

£100 could enable us to provide 7 families with specialist publications that help them to understand childhood bereavement and offer support for a grieving child.



£200 could fund our ASK email service for one day. This service enables families and professionals to email any questions they may have to a specialist practitioner.

£500 could fund our Freephone National Helpline for one day.



£1,400 could fund, on average, one year of support for one child.

£3,000 could cover the cost of one of our Creative Therapy Groups for 12 children.

A-Z OF FUNDRAISING IDEAS

We've put together a selection of ideas to help get your fundraising started. Many of these are great activities that can be done individually, as class teams, or with the whole school and community to raise much needed funds for a good cause!

ART SHOW



BATTLE OF THE BANDS

COIN LINE

DISCO DANCE

EASTER EGG HUNT

FASHION SHOW

GUESS HOW MANY... IN THE JAR

HALLOWEEN DRESS UP



ICE CREAM SOCIAL



JUMBLE SALE

KARAOKE

LINE DANCING PARTY

MAGIC SHOW

NETBALL TOURNAMENT

OBSTACLE COURSE

PANTOMIME

QUIZ DAY



READ-A-THON

SUPER HERO DAY

TOMBOLA

UNIFORM DAY

VARIETY SHOW

WHERE'S WINSTON BEAR HUNT

X-FACTOR COMPETITION

YUMMY BAKE SALE

ZANY CLOTHING DAY



PLAN YOUR ACTIVITY

CHOOSE WHAT YOU WANT TO DO

activity, event,
Winston's Wish
campaign

CONSIDER HOW YOU'LL FUNDRAISE

cash collection, online,
ticket sales, raffle,
sponsorship

TELL WINSTON'S WISH AND ORDER YOUR MATERIALS

banners, collection tins,
flyers, balloons and more

SPREAD THE WORD!

TOP TIPS

- Distribute sponsorship forms to every student and encourage them to raise money on their own!
- Organise a staff challenge – are your teachers keen to do a sponsored skydive? Mud run? Team hike?
- Celebrate your achievements. Spread the word to your parents and community by posting pictures and sharing your activities via social media, your website and newsletter. Connect with Winston's Wish using @WinstonsWish or #WinstonsWish.
- Give us a shout! Ask the Winston's Wish Fundraising team for help and advice. Representatives may also be available in your area to present our work to your students. Email community@winstonswish.org or call **01242 515157**.

ONLINE FUNDRAISING

If your staff want to organise a sponsored challenge or your students want to do their own fundraising or challenge, here are tips on how to set up online giving pages which are the quickest and easiest way to promote your FUN-draising activity!

1 BUILD AN ONLINE GIVING PAGE

Facebook, Just Giving, Virgin Money Giving, BT MyDonate.

2 ADD YOUR PHOTOGRAPH AND PERSONAL MESSAGE

On average, people who use a photo typically raise 24% more money for their charity.

3 SET YOUR FUNDRAISING TARGET

Let everyone know how much you want to raise. When you've reached your goal, increase it a little more and keep going!

4 SHARE YOUR UNIQUE LINK

Regularly share your fundraising page, giving plenty of opportunities for friends and family to support you.

5 ADD UPDATES

Keep people up to date with your progress by continuously adding to your page - post photos after training or start a blog to share your experiences. Regularly recognise and thank your sponsors.

TOP TIPS

- Taking part as a team? Link your pages together by setting up a team page on **Just Giving.com**.
- If using JustGiving, promote your text-to-donate code. You could raise an additional 12%!
- If you're fundraising in memory of someone, you can set up a tribute page on **MuchLoved.com**. A tribute is your own individual website where friends and family can share special memories, support each other, and celebrate a loved one's life.
- Add an incentive e.g. **"If I raise £200 I'll run in fancy dress!"**

DONATION FORM

Title: Mr / Mrs / Miss / Ms / Other:

Full Name:

Organisation (if applicable):

Address:

Postcode:

Tel No.:

Email:

Tell us how you raised the money:

What was your motivation to fundraise for Winston's Wish:

I enclose a cheque payable to "Winston's Wish" for £ _____

I have deposited £ _____ amount into the Winston's Wish account on (date)

Winston's Wish Bank Details: Barclays Bank, 128 High Street, Cheltenham, Gloucestershire, GL50 1EL

Account Name: Winston's Wish **Account No:** 60806390 **Sort Code:** 20-20-15

The reference I used is:

I am paying the sum of £ _____ by credit / debit card: Visa / Mastercard / Switch / Maestro

Long card number:

Start Date: Expiry Date: Security No. (the last 3 digits on your cards signature strip)

Signature: _____

Date:

Please tick the box if you are happy for us to claim Gift Aid on your donation. You are ticking to confirm that you are a UK taxpayer and would like Winston's Wish to reclaim tax on all donations until further notice.

giftaid it

We would love to see photos or videos from your fundraising. If you have some you'd like to share with us, tag Winston's Wish on Facebook, Instagram and Twitter or send to community@winstonswish.org

Please complete and return the donation form with your payment details to:
**Winston's Wish, 17 Royal Crescent,
Cheltenham, GL50 3DA**

WE CANNOT SUPPORT BEREAVED CHILDREN AND THEIR FAMILIES WITHOUT YOUR SUPPORT.

BY TEXT:

Text **WISH11£(amount)**
to **70070**

BY PHONE:

To make a donation by phone using your card
please call our fundraising team on **01242 515 157**.

ONLINE:

To make a donation online please visit
winstonswish.org/donate-online/



Helpline: 08088 020 021
winstonswish.org