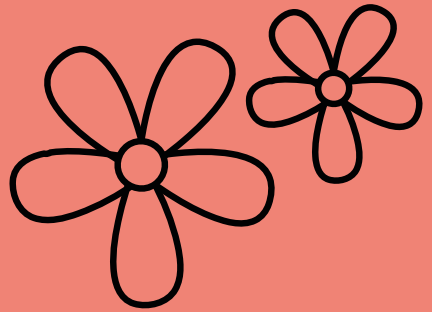


FUNDRAISING IN MEMORY



**WINSTON'S
WISH **

Giving hope to grieving children

CELEBRATING THE LIFE OF YOUR LOVED ONE


Thank you so much for taking the first step toward fundraising in memory of your loved one. Fundraising can be a special way to celebrate a life, and your support will make a positive difference to children and families, who have also lost someone close to them.

This booklet is designed to give you some ideas for events and activities that can help you to fundraise in their name.

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

By telephone: **01242 515157**

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



If you would like more information and advice on supporting a bereaved child, please call our Freephone National Helpline
08088 020 021

CASE STUDY: IN MEMORY OF GEMMA



Winston's Wish supported Matthew and his two young daughters after his wife, Gemma, died of cancer. Gemma's sister has organised events and completed challenges to fundraise in Gemma's memory, ensuring 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. Fundraising in memory of 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, Gemma's sister

FUNDRAISING ONLINE WITH A TRIBUTE PAGE

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 candles, 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, your loved one's family and friends will be able to:

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

"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 Area Manager

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 Helpline for free on **08088 020 021** for on-going support and advice, Monday – Friday, 9am – 5pm.



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**



A-Z OF FUNDRAISING IDEAS

We've put together a selection of ideas to help get your fundraising started. Many of these can be done as individuals or in teams and are a great way to get together with your friends, family or colleagues to raise much needed funds for a good cause!



ABSEIL
BIRTHDAY
FUNDRAISER

CHOCOLATE BAN

DRESS-DOWN DAY

EGG HUNT

FIVE A SIDE FOOTBALL

GOLF DAY

HOST A DINNER PARTY

INDOOR GAMES EVENING

JUMBLE SALE



KARAOKE

LINE OF COINS

MARATHON EVENT

NEW YEAR'S RESOLUTION

OBSTACLE COURSE

PARACHUTE JUMP



QUIZ NIGHT

RAFFLE

SWIMATHON

TWENTY-FOUR HOUR
SPONSORED CYCLE



UNWANTED GIFT SALE

VARIETY SHOW

WINE AND CHEESE EVENING

XBOX / PLAYSTATION
GAMEATHON



YUMMY BAKE SALE

ZUMBATHON

ONLINE FUNDRAISING

Online fundraising pages are quick to set up, easy to use, and the best way to share and promote your FUN-draising activity!

1 BUILD AN ONLINE GIVING PAGE

You can fundraise within your Tribute page, or link other online giving pages to it, such as 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!

Add an incentive - e.g. *"If I raise £200 I'll run in fancy dress!"*

4 SHARE YOUR PAGE

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 thank your sponsors.



OTHER WAYS TO FUNDRAISE

Face-to-face fundraising is a great way to reach different audiences and boost your total.

SPONSORSHIP FORMS

Take one everywhere... work, school, the gym or the pub! Ask people to tick the Gift Aid box if they can, which will increase their donation by 25% at no extra cost to them.

COLLECTING CASH

Have a loose change box at home or work, or ask your local shop if they would host a collection tin at their till.



MINI EVENT

Hold a bake sale, Wear W dress-down day or raffle while raising sponsorship for your event, this will create awareness about your activity as well as Winston's Wish services.

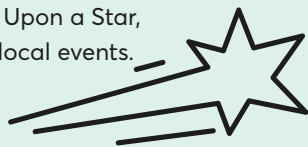


WINSTON'S WISH CAMPAIGNS

Take part in one of our campaigns, such as Wish Upon a Star, Great British Brekkie, and check our website for local events.

WORKPLACE

See if your workplace offers match funding or payroll giving. Are there staff volunteer days or would they be willing to offer in-kind donations or raffle prizes? Suggest Winston's Wish as the Charity of the Year.



SPREAD THE WORD

Whether you're hosting an event at work or getting sponsored for a marathon, let everyone know what you're doing!



SOCIAL MEDIA

Facebook: Post links to your online fundraising page and updates on how your training or planning is going. Set up an event, and invite all of your friends.

Twitter: Tag people or organisations who might be interested, and frequently post a range of content.

Instagram: Upload fascinating photos. Use relevant #hashtags to get more coverage, and remember to add any links to ticket info or online fundraising pages.

LinkedIn: Connect with your professional network using photos, updates and blogs.

Whatsapp: Contact family and friends all over the world and share your fundraising ask.

TRIED AND TESTED

Face to face – tell everyone you see.

Use posters, flyers and banners to promote your activities.

Contact your local media to be featured in the newspaper, radio, print, online and broadcast.

Add it to email signatures or your staff intranet.

Friends, family and co-workers – ask them to share your story on their social networks.

Write a compelling story. Share your personal message

- Why are you raising funds for Winston's Wish?
- What impact will it have on the charity and for bereaved children?

This will pique public interest, further engage your donors and let them know where their donation is going.

TOP TIPS

- Connect with Winston's Wish using: **@WinstonsWish**
#WinstonsWish
#teamwinston
- Use the #hashtag for your chosen challenge e.g. **#LondonMarathon**
- Consider if you want a *Facebook* event to be public or private.
- Make a list of people to target, and tick them off as you contact them.
- Send any promotional material like posters and flyers to Winston's Wish for approval.

SENDING IN YOUR MONEY



You've done it! Thank you for your fundraising - every penny counts and will help give hope to grieving children.

As soon as it is collected, send your money in. This way, you won't forget and we can put it to good use right away!

ONLINE

By setting up an online giving page, you can ensure that the donations, and Gift Aid will come in directly to us. With the strong communication and promotion platform that online giving pages offer, they are the most effective way to raise sponsorship and transfer funds.

BANK TRANSFER AND BAGS

Winston's Wish banking information:

Account payee name: **Winston's Wish** Name of bank: **Barclays Bank**

Address: **128 High Street, Cheltenham, Gloucestershire GL50 1EL**

Account number: **60806390**

Sort code: **20-20-15**

IBAN: **GB60 BARC 2020 1560 8063 90**

SWIFTBIC: **BARCGB22**

BY POST

Send cheques, sponsorship forms and Gift Aid envelopes to:
Winston's Wish, 17 Royal Crescent, Cheltenham, Gloucestershire, GL50 3DA. Please also include a note to explain how and why you raised the funds.

BY PHONE

Give us a call on 01242 515157 to pay over the phone by debit or credit card.

OUR WEBSITE

Visit our website at winstonswish.org and click on the donate button to pay directly online. Tick the 'I would like to leave the charity a message' box and let us know how you raised the funds.

giftaid it

GiftAid will add 25p to every £1 you raise!

Encourage your sponsors to tick the Gift Aid box on sponsorship forms or when they donate online.

This booklet is designed for anyone who is fundraising for Winston's Wish in memory of someone who has died. It provides ideas, inspiration and key information about how to fundraise for us. To contact our In Memory team, please email remembering@winstonswish.org or call **01242 515 157**.

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**

Find out more about Giving In Memory at winstonswish.org/giving-in-memory



ONLINE:

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

Helpline: 08088 020 021
winstonswish.org



Registered with
FUNDRAISING
REGULATOR

