SCHOOLS
FUNDRAISING
PACK
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.

**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

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

1500 children supported through face-to-face contact in 2016/2017

19,527 publications distributed in 2016/2017

1500 children supported through face-to-face contact in 2016/2017
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

**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.

**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!**
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 JustGiving.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:

☐ 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:  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

Tell us how you raised the money:

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

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
**OFFICIAL SPONSORSHIP FORM**

Event:  

Participant details:  

Title:  

Name:  

Address:  

Postcode:  

**Make your gift go further with Gift Aid**  

Gift Aid allows us to claim back 25p of tax for every £1 you give. Simply tick the Gift Aid box below to allow Winston’s Wish to reclaim the tax on all qualifying donations you have made, as well as future donations, until you notify us otherwise. If you pay less income/capital gains tax than the amount of Gift Aid claimed on all your donations in the tax year in which they are received, it is your responsibility to pay any difference.

Don't forget that we need your name, full address **AND** postcode to claim Gift Aid.

**PLEASE FEEL FREE TO PHOTOCOPY THIS FORM**  

Please return to: Winston’s Wish, 17 Royal Crescent, Cheltenham, GL50 3DA

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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

Winston’s Wish is a Registered Charity (England and Wales) 1061359, (Scotland) SC041140 | 0178.v13-18