



# 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**

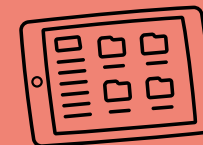
Parents and professionals can call our National Helpline for free on **08088 020 021** for on-going support and advice, Monday – Friday, 9am – 5pm.

**9,000**

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

## **ONLINE**

For parents and professionals, visit [winstonswish.org](http://winstonswish.org)  
For young people, visit [help2makesense.org](http://help2makesense.org)



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

## **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](http://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](http://shop.winstonswish.org)

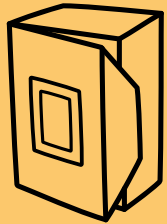
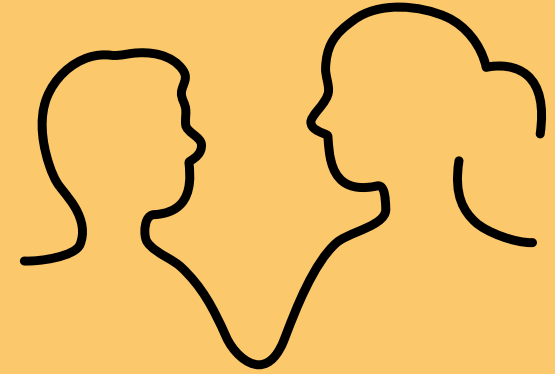


**19,527**

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.

**£10,000** could help fund two of our day groups that are designed to support the whole family, offering an opportunity for both parents and children to share and understand thoughts and feelings and to explore strategies for coping.

# 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**

# SUPPORTER STORIES

In memory of her sister, who was an avid runner, Joanne decided to take on 12 Half Marathons, one for every month in 2017. She and her team have raised nearly £4,500!



Paul and Joanne Jones

Because they believe in supporting bereaved children, sisters, Ellen and Rosalia bravely took on Hadrian's Wall, walking 74 miles over the course of 8 days, raising £260.



Ellen and Rosalia

# PLAN YOUR ACTIVITY

## CHOOSE WHAT YOU WANT TO DO

## DECIDE THE DETAILS

venue, date,  
time, target amount

## CONSIDER HOW YOU'LL FUNDRAISE

online or offline, ticket  
sales, raffle, sponsorship

## TELL WINSTON'S WISH AND ORDER YOUR MATERIALS

banners, collection tins,  
flyers, balloons and more

## SPREAD THE WORD!

## TOP TIPS

- **Date:** Check to make sure your event date doesn't conflict with national holidays or other local events.
- **Location:** Ensure your venue is suitable and appropriate for the type of event you are hosting – do you need insurance or a risk assessment?
- **Budget:** Write out a detailed plan considering all major and minor costs. Consider things like travel, accommodation, refreshments and make sure you have money on hand for a float. Designate someone to be responsible for collecting, counting and sending in the money.
- **Safety:** Make sure everything is legal and safe by following the Fundraising Regulator Code of Practice.
- **Thank you:** If raising sponsorship, continually thank your donors on your online page. Send thank you letters following the event.
- **Give us a shout!** Ask the Winston's Wish Fundraising team for help and advice. Email [community@winstonswish.org](mailto:community@winstonswish.org) or call **01242 515157**.

# 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

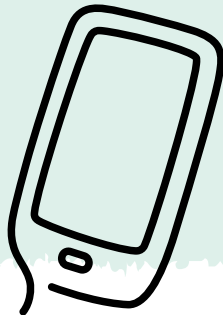
**Facebook:** Post links to your online fundraising page and updates on how your training or planning is going. Set up an event, and invite all of your friends.

**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.

# ONLINE FUNDRAISING

Online fundraising pages are quick to set up, easy to use, and the best 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!"**



# SUPPORTER STORIES

Peter and his brother, Monty, attended a Winston's Wish residential weekend in 1994 after the loss of their father. 22 years later, they still remember the impact it had on their lives and decided to fundraise for Winston's Wish and MacMillan by organising an Online Gaming Marathon. Involving participants from all over the U.K., they live streamed their gaming for a non-stop 24 hours while asking for contributions and raised over £700 in total!



Peter and the Rebel Scum Game-a-thon team (and Winston Bear!)

Friends, Nick, Dan and Marc took on the unbelievable challenge of cycling 1,200 miles from London to Monte Carlo over the course of two weeks. From this cycle and the Lands End to John O'Groats cycle they completed in 2016, the crew has raised over £6,300 for Winston's Wish.



Nick, Dan and Marc

# OTHER WAYS TO FUNDRAISE

Offline fundraising is great for groups and events of all sizes, or as a way to boost sponsorship.

## 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.

## 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, and check our website for local events.

## WORKPLACE

See if your workplace offers match funding or a salary scheme. 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.



# SUPPORTER STORIES

In memory of her dad, eight year old Eva and her mum cycled 100 miles from Barrow to Glasson and raised an amazing £1815!



Eva and her mum, Anna



Team Rachel Watson

Rachel Watson signed up for the Leeds Half Marathon, unfortunately she died before she was able to run it. A group of 33 friends and family got together and decided to take on the challenge themselves and continue Rachel's legacy by running the Half Marathon in memory of her. Collectively, the team raised an incredible £20,895!

# SENDING YOUR MONEY IN

**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 (we recommend Facebook as they don't charge fees), 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 BACS

Winston's Wish banking information:

Account payee name: **Winston's Wish**

Name of bank: **Barclays Bank**

Account number: **60806390**

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

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

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

SWIFTBIC: **BARCGB22**

## BY POST

Send cheques to **Winston's Wish, 17 Royal Crescent, Cheltenham, GL50 3DA** and complete the donation form at the end of this pack.

Please send in with sponsor forms and Gift Aid envelopes.

## BY PHONE

Give us a call at 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.

Please make a note of how you raised the funds.



*giftaid it*

GiftAid will add 25p to every £1 you raise! Just be sure to tick the box on sponsorship forms and online



# 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](mailto: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.

## TEXT DONATE NOW:

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/](https://winstonswish.org/donate-online/)**



**Helpline: 08088 020 021**  
**[winstonswish.org](https://winstonswish.org)**