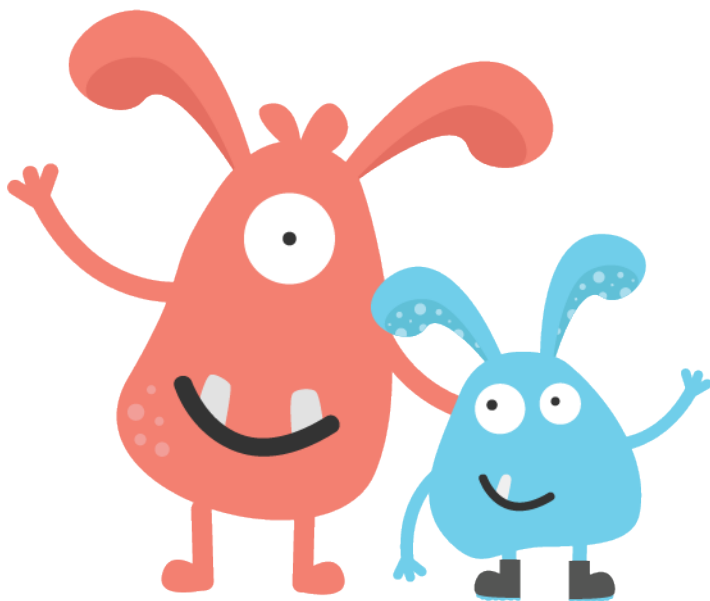


FUNDRAISING GUIDE FOR SCHOOLS

Together, we can support children
after the death of their mum, dad,
brother or sister.



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

Giving hope to grieving children



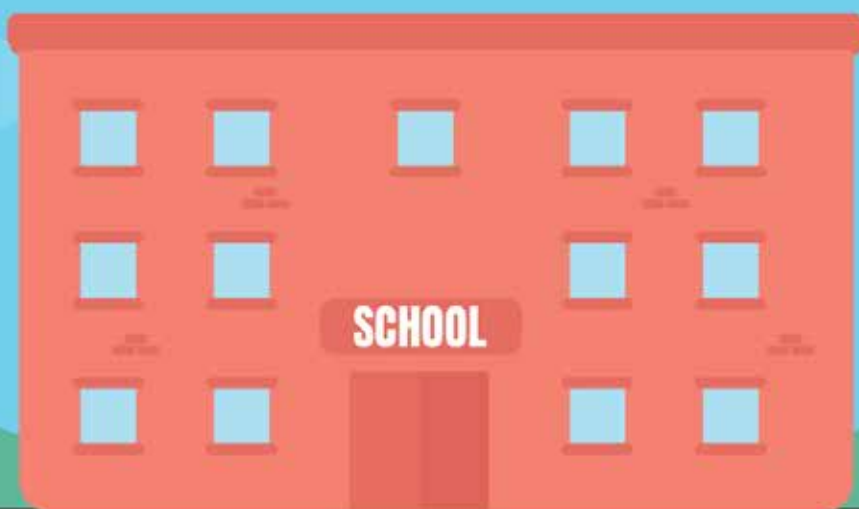
WELCOME

Thank you for your interest in supporting the work of Winston's Wish, the UK's first childhood bereavement charity. This guide is intended to be used by school staff and compliments our in-depth educational resources which can be found on our website.

Every day more than 100 children are bereaved of a parent in the UK. This can be one of the most devastating and traumatic experiences a child will ever face. Grief can destroy a child's future – with your support, we can help make sure it doesn't.

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ABOUT WINSTON'S WISH

Winston's Wish was the UK's first childhood bereavement charity. We were founded on the belief that if you brought grieving children together to share their experiences that the effects would be truly transformative. The same belief holds true to this day and we're delighted that your school is interesting in partnering with us to help make our vision of a society where every child can get the help they need when someone close to them dies a reality.

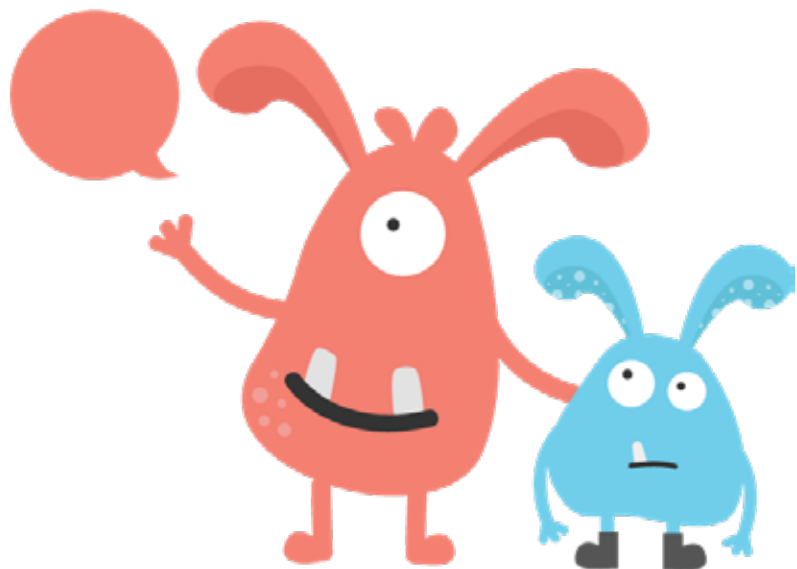
Our mission is simple:

- **To listen when a child is grieving**
- **To act when a child needs our help**
- **To know what to say when it is time to talk**

Through a range of online, remote and direct support, we reach thousands of children and young people, their families and the professionals who support them each year to help children make sense of their grief and to ensure that they have the best chance of living a full and flourishing future.

We rely on the generosity of the general public, businesses and communities such as your school, to fundraise and give to raise the money we need every year to keep our doors open and continue giving hope to grieving children.

More in-depth information regarding the services provided by the charity can be found online at winstonswish.org or by contacting our **Freephone National Helpline** on **08088 020 021**.



SUPPORTING YOUR SCHOOL

Sadly it is estimated that on average 1 in 29 children and young people have experienced the death of a parent or sibling - that's at least one in every classroom.

At Winston's Wish we are dedicated to sharing our knowledge and expertise with teachers and school staff to give them the confidence they need to provide appropriate support for a grieving child.

From our many years of experience, we know how vital it is to get the basics right and for every school to have a bereavement policy. Having procedures in place for staff to follow ensures that students receive the best support possible during such a difficult time.

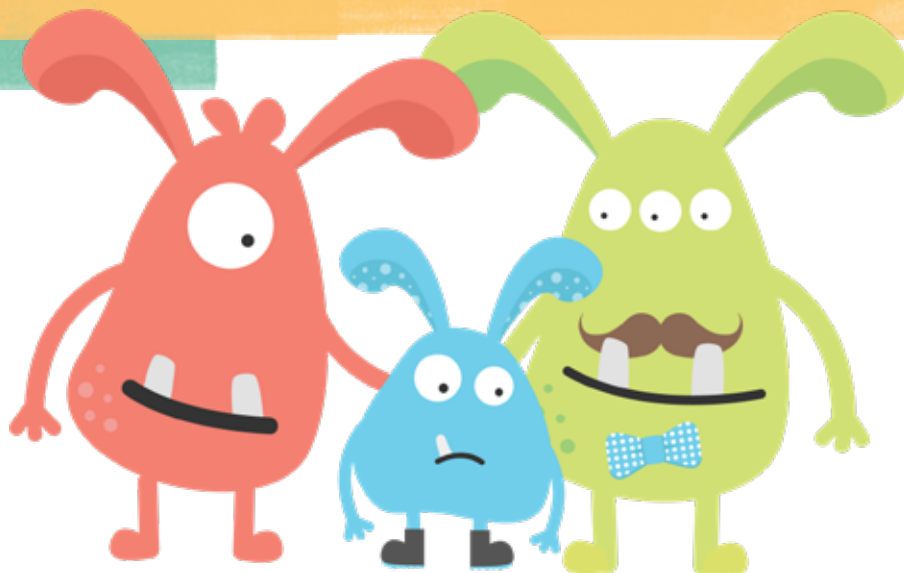
Our team of professional practitioners are here to help, providing training, support and guidance to you and your school when you need us most.

Accredited by the PSHE Association, Winston's Wish has created and published a series of interactive lesson plans and resources to support you in tackling this sensitive and often emotive topic with your students.

On our website, you'll also find an example bereavement policy, a guide to supporting grieving children in education and guidelines to help you develop a strategy should you find yourself needing to respond to a death in the school community.

We have also released free introductory online training courses to help teachers and school staff to understand how grief affects a child or young person and the basics of they can help them to cope with their grief.

If you are currently supporting a bereaved child and would like to speak directly to a member of our team, please don't hesitate to contact our **Freephone National Helpline** on **08088 020 021**.



HOW YOUR FUNDRAISING MAKES A DIFFERENCE

Whether you're supporting us with a one-off event or you've chosen our work as your school's charity of the year, every penny that you raise helps us to make a lifetime of difference for grieving children and their families across the UK.

Our supporters are an incredibly important part of Winston's Wish. Every call for help that we answer, every child who can see past their grief to a full and flourishing future is only possible thanks to the kindness of supporters like you. Thank you!

£9 could provide one child with their very own memory box which they can use to store treasured objects, helping them to remember their loved one in a way that is personal to them.

£28 could provide a child with all of the tools and materials they need to participate in our programme of virtual support.

£65 could fund one day of calls to our Freephone National Helpline, the gateway to the rest of our services.

£123 could pay for a professional practitioner for one day as they meet the needs of grieving children, their families and the professionals who support them.

£500 could allow one of our practitioners to support one child over an average period of six months, helping them to come to terms with their grief and learn how to face the future with confidence and hope.



Livvie's story

"I remember my mum had a heart attack. In the morning I came downstairs and my dad sat me down and he just said 'last night your mum died.' The first thing that went through my head was that everything was going to change. Winston's Wish has completely changed the way I look at how my mum passed away. Instead of looking at it in a sad way, I can now look at it in a happy way, but still be quite upset that she's gone."

FUNDRAISING IDEAS

Whether you're planning to support Winston's Wish as your school's charity of the year, or would like to take part in one of our events or flagship fundraisers, there are plenty of ways for you to get involved.

Classroom activities

If your school has chosen to use our interactive lesson plans as part of your PSHE curriculum on loss and bereavement, there are a number of resources, specific to each key stage, which we have independently produced to complement this content. All of the activities also provide a way for students to raise money for Winston's Wish.

Key Stage 1: Feelings and Emotions (Dot to dot & drawing exercise)

Key Stage 2: Feelings and Emotions (Dot to dot & writing exercise)

Key Stage 3: Charity Design Competition

Key Stage 4: Charity Video Competition

To view and download the worksheets visit winstonswish.org/classroom

Wear Wellies Day

Unlike adults, who stay with their grief, children often jump in and out of their emotions. We describe this journey as 'puddle jumping'. That's why we launched Wear Wellies Day to help schools and community groups to make a splash while raising cash simply by wearing their wellies.

Register to take part and we'll make sure you have everything you need to make a splash for Winston's Wish this year.



Hope100

Can your school give hope to the 100 children who are bereaved of a parent every day in the UK?

Whether you choose to bike, run or hike your way to 100km, ask friends and family to sponsor you to read 100 pages of your favourite book or bake 100 cupcakes to sell at lunch, there are literally hundreds of ways for you and your school to take part.



Player 2

Many of the children and young people we support have shared that gaming has helped them to cope with their grief. Some play games to remember their Player 2 - the person who has died. Others play to simply switch off for a while when things get tough.



Inspired by their stories we launched Player 2 and we would love to see your creative ways of taking on a gaming challenge for Winston's Wish.

From tournaments and marathons, to gaming events and board games sessions, we'll be there to support you however you choose to take part as you step-up to help us support children and young people who've lost their Player 2.

Fort Night

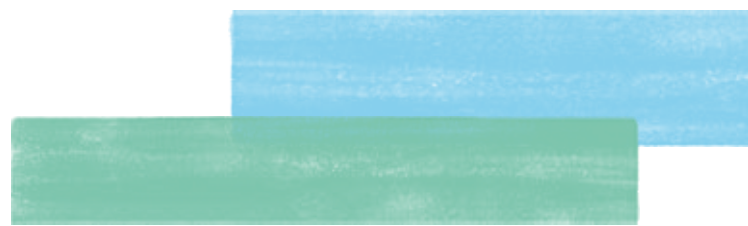
Turn your school hall into the ultimate sleepover for one night only. Challenge your students to build their own forts as they set up camp for Winston's Wish throughout the day and get sponsored to spend the night in their home-made creation. On our website you'll find a whole host of ideas, inspiration and downloadable resources for your very own Fort Night.



Get in touch

To chat through any of these ideas or to share with us how you plan to raise money for Winston's Wish, contact our community fundraising team. We'd love to hear from you!

01242 515 157 Community@winstonswish.org



PLANNING YOUR OWN EVENTS AT SCHOOL

While of course every event is different, whether you choose to go with one of our ideas or would prefer to plan your event there are a few key things you'll want to consider to make sure you smash that all important fundraising target.

Get started

- Take inspiration from the ideas above or choose to go with your own event
- Consider organising a group who can help you bring your fundraiser to life

Decide the details

- Save the date and venue
- Set your fundraising target
- Make sure you have a way of collecting funds – we recommend setting up a JustGiving page for any kind of sponsored event
- On our website you will find plenty of helpful hints, tips, guides and resources to help with your fundraising. Everything from templates for our branded bunting, to sponsorship forms and more can be found at winstonswish.org/schoolsfundraising
- Be sure to let us know about your plans and request any other branded materials you might need (including the use of the Winston's Wish logo) by contacting our community team – we love a natter, so get in touch! **01242 515 157** Community@winstonswish.org



Spread the word

- Create your promotional materials (see our resources for useful templates!)
- Share the details with your PTA and ask them to help with promotion
- Be sure to let parents and carers know about your plans too
- Use your social media to shout about your event and contact your local paper to see if they'd be interesting in covering the story in a community column
- Don't forget to spread the word around school by using you newsletter, popping up posters in common areas or sending students home with a flyer in their book bags
- Keep us in the loop by tagging Winston's Wish in your social posts

 [@winstonswishcharity](https://www.facebook.com/winstonswishcharity)  [@winstonswish](https://twitter.com/winstonswish)  [@winstonswish](https://www.instagram.com/winstonswish)

The BIG day

- Remember your first aid kit and risk assessment if necessary
- Brief your team on anything they need to know in advance
- Keep up with your social posts and don't forget to share your JustGiving page for those last minute donations
- Enjoy! Fundraising events are a great way to make a huge difference but we know how much time and effort goes into the planning and preparation. When your event finally rolls around, make sure you also take time to enjoy the fun of the day.

The final stretch

- Send in your fundraised monies
- We'll send a 'thank you' as soon as we've received your donation
- Don't forget to share the final figure with your students, colleagues, parents and carers who will all be keen to hear how much you've raised
- Help us to grow our reach by sharing your experience with any professional groups you're a part of to encourage other schools to join you in giving hope to grieving children





PAYING IN YOUR FUNDRAISING

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

As soon as your event has finished, be sure to count up your total and pay in your fundraising. This way, you won't forget and we can put it to good use right away!

Collecting cash

Do not count money on your own. Make sure you have two people to count, record and bank the money raised from your fundraising.

Your fundraising page

If you have set up a fundraising page online, the money raised and any Gift Aid will come directly to us. There's nothing else left for you to do here and we'll make sure we send a 'thank you' as soon as possible to let you know that we have safely received your donation.

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 and the name of the school.

By phone

Give us a call on **01242 515 157** to pay over the phone by debit or credit card.

Bank transfer and BACS

If you would prefer to pay in your fundraising via bank transfer or BACS, please contact our community fundraising team for our banking details on **01242 515 157** or **community@winstonswish.org**

By post

Please avoid sending cash in the post. Instead, we recommend that you deposit this into your school bank account and make your donation via our website. If you would prefer to send a cheque, please make this payable to "Winston's Wish" and send to **Fundraising Team, Winston's Wish, 17 Royal Crescent, Cheltenham, GL50 3DA.**

Alongside the cheque, please enclose the donation form (which can be found at winstonswish.org/schoolsfundraising) and any completed sponsorship forms or gift envelopes that you have used.



THANK YOU

By supporting Winston's Wish, you and your school will help us to reach our vision of a society in which every child can get the help they need when someone close to them dies.

For more information on our work with schools, please contact our community fundraising team on **01242 515 157** or **community@winstonswish.org**

Helpline: 08088 020 021
winstonswish.org