

# YOU CAN CHANGE A CHILD'S LIFE



Fundraising Guide

[www.tchc.org.uk](http://www.tchc.org.uk)  
0114 271 7203

The  
Children's  
Hospital  
Charity\*

# Welcome to Team Theo

**Y**ou are part of this team as you support and raise money for The Children's Hospital Charity, which helps to make Sheffield Children's Hospital even better.

**By raising money you are making a difference to the lives of hundreds of thousands of children and families who visit Sheffield Children's Hospital every year.**

One of only four specialist children's hospitals in the UK, our hospital is testament to the dedication of staff, your generosity and the courage of our children. We'll never stop striving to make it better.

**Let's make it better together!**



**I'M THEO!  
THE CHARITY'S  
MASCOT.**



## How your money helps

Your donations fund four key areas:

- specialist medical equipment
- research into the prevention & cure of childhood illnesses
- new facilities to extend the range of treatment provided
- improvements to the hospital environment

Every penny you raise makes a difference to patients and their families at Sheffield Children's Hospital. Here are a few examples of where your money could go:



**£10** could pay for distraction toys and equipment to take a child's mind off their treatment.

**£30** could pay for swimming aids in our hydrotherapy pool at the Ryegate Children's Centre, which provides vital rehabilitation tool and sensory experiences for children.



**£50** could pay for a Buzzy Bee which is a pain relief and distraction device taking a child's attention away from the poke of a needle.



**£150** could pay for a Giggle Doctor to visit the hospital creating a distraction at what is often a very difficult and anxious time.



**£450** could fund soft play items for our Child Assessment Unit enabling babies and small children going through a difficult time to have a safe place to play.



**£500** could help fund specialist medical equipment which will change a child's life.



**You work hard raising the money, so we work hard on making your donation go further.**

# Getting started

We want you to raise as much money as you can and have a great time doing it, so here is your guide to how we can help you every step of the way.

Don't forget to let us know if you require any fundraising materials such as;

- Balloons
- Charity t-shirts
- A running t-shirt
- Bunting or hand waving flags
- Posters and leaflets
- Money boxes

## Organising an event

If you are organising an event, have a think about;

- The date - is this a one-off or regular event?
- The venue - when is it available and for what capacity?
- Who are you inviting?
- Planning and promoting your event.
- How are you going to collect the donations?

## Sponsored events

Whether you're taking on a marathon or challenging yourself to a sponsored silence have a think about;

- Using sponsor forms to collect or raise money, including any eligible Gift Aid
- Creating an online donations page e.g. JustGiving, VirginMoneyGiving or MyBTDonate
- Creating a training plan
- Tell everyone what you are doing!

## Set yourself a target

Have a think about how much you want to raise and make this your target. It is often helpful to ask for that extra £5 if it will help you reach your total.



## DID YOU KNOW...

Our amazing hospital sees over 269,000 children a year.

Our hospital is a specialist centre for major trauma and sees over 57,000 patients through our accident and emergency department each year.

Our hospital is one of only four specialist children's hospitals in the UK.



## Here are some of our fabulous fundraisers



### BAKING IT BETTER!

Tia baked it better at her school and raised **£70** with lots of yummy cakes and the help of her little brother, Ollie!



### RUNNING

Team Izzy took on the Sheffield 10K and raised nearly **£2,000** in sponsorship!



### SWIMMING

Asher took on the waves and organised a one mile swim, raising over **£1,000**. Go Asher!



### CORPORATE

A team from Tufcot Engineering took on a coast to coast to walk for us and raised over **£1,700**. Thank you, team Tufcot!

# The money you raise changes lives like Luke's



**M**et Luke, he is 3 years old and has been treated at Sheffield Children's Hospital ever since he was born.

When Luke was born he had neo-natal meningitis which led to a complex brain injury. Luke's brain injury has resulted in him having cerebral palsy, epilepsy and due to the severity of the brain injury it also means that there are lots of other complications he faces.

Luke's family have visited nearly every department in the hospital over the last three years as he requires that extra bit of specialist care and attention due to his condition. Their contact with the hospital can go from monthly check-ups to arriving at the hospital by ambulance. This means Luke has become very popular with staff due to his smile and love for cuddles!

As well as regular appointments at the hospital, Luke visits our off-site facilities too. He has therapy sessions at Ryegate Therapy Centre using the charity funded hydrotherapy pool and sensory rooms. He also sometimes stays overnight at Ryegate House for respite giving mum and dad a night off

whilst also knowing he is safe and cared for where he is.

Despite all the complications Luke faces, he is a happy little boy and never without a smile on his face. Luke's family and friends have been involved in fundraising for the charity over the last few years to say thank you for the care he has received and his dad has taken on more than 10 races for us!

**Sometimes the going will get tough, those training miles might feel never ending, the cakes won't rise & things might not go to plan but remember who you are doing it for. Every penny you raise will help to make it better for patients like Luke.**

**Thank you.**



# How to boost your fundraising

No matter what you decide to do, there are lots of different ways we can help give your fundraising a boost.



## Create an online fundraising page

A brilliant way to increase your fundraising is to set up an online fundraising page. We recommend Virgin Money Giving, JustGiving and BT MyDonate. This will help you share information about your activity and accept donations online. Plus, donations can be made directly to us so you don't need to chase anyone for their sponsor money.

### Here are a few tips:

- Make it personal, write about why you are taking on your challenge
- Add a photo
- Update your page as you are going along
- Post your page to Facebook, Twitter or Instagram
- Email the link to friends, family and colleagues
- Send your page link to your colleagues on payday
- Head to our website to download bunting and other helpful bits to get you started!

## Gift Aid

Gift Aid is a great way to increase your fundraising. If your supporters are UK tax payers then we can claim an extra 25p back from the government for every £1 they donate. There is no additional work for you, just make sure your supporters complete the sponsorship form fully, tick the right box online or request special Gift Aid envelopes from us.

## Text donations

Texting is a simple and fast way to help you reach your fundraising target. With JustGiving there is a text function in the fundraising section. Follow their instructions on how to set up your own text campaign. It's free whatever mobile network you are on, and you'll be able to see these donations in your fundraising total.



## Sponsorship forms

We can send you sponsorship forms in the post or by email. Please make sure your sponsors complete the date and amount donated on your sponsorship form otherwise we can't claim Gift Aid.

Full name	Home address	Postcode	Gift Aid	Amount	Date collected
Mr. Martin	Roundstone, A Road		<input checked="" type="checkbox"/>		
			<input checked="" type="checkbox"/>		
			<input checked="" type="checkbox"/>		
			<input checked="" type="checkbox"/>		
			<input checked="" type="checkbox"/>		
			<input checked="" type="checkbox"/>		
			<input checked="" type="checkbox"/>		
			<input checked="" type="checkbox"/>		
			<input checked="" type="checkbox"/>		
			<input checked="" type="checkbox"/>		

## Company support

Make the most of your company's support. Some companies may give a one-off donation to get the ball rolling and others may operate a matched giving scheme, to increase your fundraising. Ask your HR department if your employer offers any of these initiatives.

### Other ways you can get your company and colleagues involved are:

- Use your internal e-mail system, newsletter or notice board to let your colleagues know what you are doing.
- Ask if you can approach your company's suppliers for a donation. Your company may be a valued client for suppliers such as stationers, printers, photocopier companies, as well as those specific to your business.
- Consider approaching a company to sponsor your event – you get extra funds and they get the benefit of positive publicity.

# Shout about it!

What you are doing is amazing and we want you to tell everyone! Whatever you are doing, here are a few ideas to publicise your fundraising efforts and raise awareness of how donations make a difference to young children and their families.

## Promote your event

Ask everyone you know to come along and help spread the word.

## Publicity

Generating publicity for your event is a great way to spread the word and boost donations. Using our media guide, you can draft a press release and pitch your story to the press, even if you have never done it before! Go to [www.tchc.org.uk](http://www.tchc.org.uk) or email [communications@tchc.org.uk](mailto:communications@tchc.org.uk) for more information.

Here are a few tips:

- Think ahead and plan your publicity using our media guide for help. We can read the press release you put together to help you tell your story.
- Announce the date. Contact your local radio station, newspaper or TV station and tell them the date of your event.

- Be persistent. Don't be shy!
- Take pictures of your activity on the day and use them for a story after the event.

## Social media

Add your challenge to your Facebook, Twitter or Instagram - any account you have.

Post pictures at every step of your fundraising journey, from preparation to execution and beyond! Supporters will often give at every milestone.

Don't forget to tag us in your tweets @SheffChildrens and use #TeamTheo so we can follow your progress.



## Posters

Share your fundraising news and drum up support by personalising one of our charity posters. You will find these in your fundraising pack or you can request them at any time.

## Newsletter

Does your company have a newsletter that could feature your story? You don't know until you ask!

**One of the most powerful ways to promote your activity is word of mouth. Make sure you tell absolutely everyone!**



# The serious bit



**When raising money there are a few things which need to be adhered to for legal reasons. Please register your activity to let us know what you are planning. We can then send you an authorisation letter if you need it.**

## Insurance

We unfortunately don't have third party insurance. Therefore if you need insurance for your event you will need to apply for this yourself.

## Collecting

Please do not collect money door to door – this is illegal without a licence from your local authority and is not a mode of fundraising our charity employs. If you are planning a street collection you will need to contact the council for a licence to collect in public areas.

## Logo

Please get in touch if you would like to add our logo to your event branding. We'll be able to send you our 'in support of' logo for you to use to promote your event. If you do add our logo to anything please send it to us to have a look at before you get anything printed.



## Young people

If children are helping at your event or you are taking pictures of them please get parental permission beforehand. Anyone collecting money on your behalf must be aged 16 or over.

## Licences

If you are organising an event with any form of entertainment that involves two or more people performing or dancing you will need a Public Entertainment Licence. Some venues already have this, so check when planning. There are also different licences for raffles and lotteries which need to be applied for through the council.

## Patrons

Unfortunately our patrons are unable to attend third party events.

## Our charity registration details

Our Charity Registration number is 505002. If you have registered your event with us, you can request to use our logo in your publicity. Please get in touch to find out more and remember we will need to approve the use of the logo before you send anything to print.

## Letting us know

Don't forget to let us know what you're doing! Get in touch with the charity team by e-mailing support@tchc.org.uk or give us a call 0114 271 7203. We'll need to get you registered with us before you can start your fundraising.

## Hearing from us

There are lots of things happening that we'd like to tell you about. But, to do that we need you to opt in to receiving e-mails from us. We promise that we will always keep your information secure and will only contact you about things we think you'd like to know about. Tear off the slip on the back page and send it back to us to let us know if you'd be happy to be contacted and to hear about all the exciting things coming up! You can also visit [www.tchc.org.uk](http://www.tchc.org.uk) to opt in!

## Privacy policy

The Children's Hospital Charity is committed to keeping your information private and secure which is why we will never share your data. For more information on our privacy policy and how we handle your information please visit [www.tchc.org.uk/privacy](http://www.tchc.org.uk/privacy)

## Fundraising checklist

- Date chosen

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- Agreement form completed

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- Agreement form sent to the charity team

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- Fundraising materials collected from the charity office or received in the post

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- Opted in to receiving e-mails

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- Sent your donations in or dropped them off at our office

# Contact us

Our fundraising team are on hand to help with anything you need for your fundraising. Please don't hesitate to contact us or pop in.



## Find us here

The Children's Hospital Charity  
Sheffield Children's Hospital  
Western Bank  
Sheffield  
S10 2TH

## Opening hours:

Please check our website for the latest opening hours!

## Contact us

**E-mail:** support@tchc.org.uk

**Tel:** 0114 271 7203

## Social media

 @SheffChildrens

 Sheffield Children's Hospital and Charity

 thechildrenshospitalcharity

 The Children's Hospital Charity

[www.tchc.org.uk](http://www.tchc.org.uk)

# Hearing from us

Complete this contact consent form and send it back to us so we can keep in touch with you about everything we're up to!

Full Name:\*

Address:

E-mail:\*

Tel:

Tick box to opt-in to receiving charity news and events information from us

\*Mandatory field



# Sending in your money



Once you have collected all your sponsorship and donations we need to give you a big thank you, so please let us know how much you have raised.

## Ways to send us your generous donations

Visit the hospital office and drop off any money in person.

Send a cheque in the post, payable to 'The Children's Hospital Charity' stating your name, address and how you raised the money.

Make an online payment via our website which we can link to your account. Don't forget to leave us a comment letting us know what you got up to!

Call us on 0114 271 7203 and we can take payment over the phone via a credit or debit card.

Make a BACS transfer with a reference which we can link to your account. Get in touch to find out our bank details.

All JustGiving, Virgin Money Giving and My BTDonate money comes straight to us once your page has closed.

We also accept Charity Aid Foundation vouchers and postal orders.

If you have one, complete your paying in slip with your donation.

Please be patient with us... when we receive cash and change from collection tins and events it sometimes takes a bit of time to count it all up. We'll always let you know your total raised as soon as we can.

## GIFT AID

Don't forget about Gift Aid! Please make sure all the columns, boxes and spaces on your sponsorship forms or envelopes are completed. This is so we can collect an additional 25p of tax on every £1 given, if your supporter is a UK taxpayer.

# Thank you for changing children's lives

