

YOUR GUIDE TO FUNDRAISING



www.tchc.org.uk
0114 321 2470

**The
Children's
Hospital
Charity.**

Welcome to Team Theo

Team Theo is made up of all of you lovely supporters who raise money for The Children's Hospital Charity, helping to make Sheffield Children's Hospital even better!

Sheffield Children's Hospital is an extraordinary place which has always depended on charitable support.

Our patients and their families inspire our fundraisers to be bolder, to be braver and to make every day count. Team Theo is a team of everyone who supports the hospital by fundraising, volunteering, sponsoring or supporting the work we do.

Go #TeamTheo!



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



How your money helps

Your donations fund four key areas:

- **Specialist Medical Equipment**
- **Research into the prevention and 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 our patients and their families. 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 Center, which provides a vital rehabilitation tool and sensory experience for children.

£200 funded a set of magic tricks for our Theatres Department to help distract patients who are on their way to theatre.



£500 could pay for supplies for parents and patients in the Critical Care Unit such as patient diaries and baby blankets.

£1,620 could fund a Bubble Tube Sensory Unit, bringing relaxation and stimulation for patients and their families. Creating a multi-sensory environment.



£3,658 could fund a specialist high sided cot bed with flexible height adjustments, providing therapeutic support.



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 or sports t-shirt

Bunting or hand waving flags

Posters and leaflets

Money boxes or collection tins

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.

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.





Here are some of our fabulous fundraisers

DID YOU KNOW...

Our amazing hospital sees over 277,000 children a year

Patients come all over the world for treatment, even from as far away as Australia!

Our hospital is a specialist centre for major trauma and we treated 58,916 patients through our accident and Emergency Department last year.

We are a specialist centre for neurosciences, bone health, genetics, breathing conditions, oncology and major trauma.



BAKING IT BETTER!

Gabriella baked over **277 cakes** for her bake sale to raise money for us. She also climbed Kilimanjaro for the charity - how amazing is that!



RUNNING

Team Jack took on the Sheffield 10K, half marathons, triathlons, Glow Run and so many more to help raise a whopping **£30,000** for the charity in memory of Jack Faulkner.



FUNDRAISING AT WORK

Thank you to Greene King pubs across the region who have challenged themselves to raise as much as possible for our hospital. They have been busy fundraising over the last year and have raised over **£6,000** so far!



TOUGH MUDDER

Over 100 bankers from Lloyds and HSBC took on the Yorkshire Tough Mudder and raised over **£42,000** with match funding from the bank.

The money you raise changes lives like Alfie's





M meet Alfie! Alfie was just two-years-old when he was suddenly taken ill. Transferred to Sheffield Children's Hospital, he was quickly diagnosed with a Wilms' tumour.

Alfie underwent surgery to remove the tumour the following month, before beginning six months of chemotherapy on the Cancer Ward at our hospital.

Alfie's treatment went well and after months of visiting the ward for treatment, he was finally able to ring to the end of treatment bell! The care he received has inspired his family to fundraise for our appeal to transform the ward which saved his life.

Mum Emma said: *"The care was simply amazing, they all learned to understand Alfie, his ways and how to deal with him. On our first night, a nurse told us 'don't worry, we're all a big family here' and it is certainly true."*

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 Alfie.

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 and JustGiving. 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.

Facebook Fundraising

Get your family and friends involved with Facebook fundraising. Using Facebook you can now create a fundraising post where you ask friends and family to donate to your cause. Just search 'Sheffield Children's Hospital and Charity' when you are looking for the charity to support and away you go. This is a great way for friends and family to give you donations on special occasions like your birthday.





Fundraising pack

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.

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.

Guess my time!

Name _____
Event _____
Date _____



What to do
Guess the time you think I will cross the finish line for a small donation. If you are the closest you will win a prize! All of the money raised will help build a better future for patients who are treated at Sheffield Children's Hospital.

Class/time	Name	Address	Amount
10:00-11:00	Tom Baker	Sheffield Children's Hospital, 100 Grennan Drive, Sheffield, S10 2TN	10

We also have handy posters like this to help you raise even more!

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 or email 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.

In support of

**The
Children's
Hospital
Charity***

Registered Charity No. 505002

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 321 2470. 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 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

Fundraising checklist

- Date chosen

- Agreement form completed online

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

- Opted in to receiving e-mails

- 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

support@tchc.org.uk

for general queries

events@tchc.org.uk

for our events team

fundraising@tchc.org.uk

for fundraising queries

communications@tchc.org.uk

to tell us your story

Tel: 0114 321 2470

Social media

 @SheffChildrens

 Sheffield Children's Hospital and Charity

 thechildrenshospitalcharity

 The Children's Hospital Charity

www.tchc.org.uk

Hearing from us

Complete this contact form and send it back to the address above and we'll 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 321 2470 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 and Virgin Money Giving 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

