

Your

COTS FOR TOTS

Fundraising Pack



Hope and her dad Luke



**Saving lives and supporting sick and premature babies
at St Michael's Hospital, Bristol**





WELCOME TO YOUR FUNDRAISING PACK!

If you're holding this guide in your hands, you've already done something amazing.

You've made the decision to raise funds to help sick and premature babies at St Michael's Hospital – so we're going to support your fundraising in every way we can! You're on #TeamCotsforTots, and together we will do great things.

So how do you get started? It's easy. Take a few minutes to read through your pack full of tips, advice and inspiration. We'll give you a step-by-step guide to getting the most out of your fundraising, as well as the legal bits to help you stay safe. Then you're ready to raise money!

Still have a question for us? Get in touch! Contact us at info@cotsfortots.org.uk or call 0117 927 3888.

CHOOSE YOUR EVENT

First up, decide how you want to raise money. If you already have an idea in mind, fantastic – we can't wait to hear about it. We also organise lots of exciting events throughout the year, so whether you're a runner, a rider or a skydiver, we've an event for you.

Celebrate: everyone deserves a party, so be the host with the most and start celebrating. Don't have time? Why not set up a JustGiving page in honour of a loved one and simply invite people to donate.

Bake: who doesn't love tea and cake? Pop the kettle on and open up your home, or join up with your local community group for a good old natter. Get your free BIG Bake pack from bigbake.org

Walk, run or roll: whatever your speed, get those legs moving for a good cause. Take on a virtual challenge and clock up the miles over a period of time, or why not do something quirky and cover the distance with a cot!

Swim: whether you're a champion of the pool or fancy the chill of an open water challenge, grab your goggles and make a splash.

Challenge: ever wondered what it would be like to fly through the sky strapped to a plane, experience the thrills and spills of the rapids or abseil down a building? Take on a challenge event!

Whether you simply hold a collection, take on a personal challenge or organise a team event, you'll be making a huge difference to the lives of special care babies and their families. **Every penny really does count.**

Your workplace may have a matched funding scheme – don't forget to ask your employer if they will match the amount you raise!





BOOST YOUR FUNDRAISING ONLINE

Setting up an online fundraising page is a great way of spreading the word about what you're doing and encouraging even more donations. You can use JustGiving, which is quick, simple and secure.

Through JustGiving your friends, family and colleagues can sponsor you from anywhere and at any time. The money will also go straight to Cots for Tots, so you don't have to worry about collecting and paying it in yourself.

Top Tips: MAKE THE MOST OF YOUR ONLINE FUNDRAISING



SAY CHEESE!

Personalise your page by uploading a photo of yourself – you can also add photos relating to your story and snaps of your fundraising.



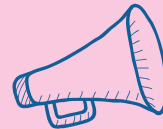
SET A TARGET

Pick a realistic target and then ask your friends and family to help you reach it! And if you get too close, increase your total to keep the momentum going.



TELL YOUR STORY

Tell everyone why you're fundraising for Cots for Tots and explain how their money will help change lives.



POST UPDATES

Let people know how you're getting on. Celebrate reaching milestones and ask your supporters to help you go that little bit further.



SAY THANK YOU

Recognising the support you receive not only makes people feel special but inspires others to get involved too.

Set up your JustGiving page at
www.justgiving.com/cotsfortots



Keep fundraising simple: download the free JustGiving App and create a text code for off-line donations.



SOCIAL MEDIA

Social media can be really useful for shouting about your fundraising.

Keep your friends, family and workmates up-to-date on your plans using Facebook and Twitter – you could even create a special Facebook event. Don't forget to share your JustGiving link at the end of every update to ensure the donations keep flowing.

Tag us on social media and we'll help spread the message far and wide. After all, we can't deliver all the amazing support to St Michael's tiny patients and their families without people like you.



SAY HELLO:  [Facebook.com/CotsforTotsAppeal](https://www.facebook.com/CotsforTotsAppeal)



@CotsForTots #TeamCotsforTots



WE LOVE SEEING PHOTOS OF YOUR AMAZING FUNDRAISING!

Ask your photographer for permission to share them with us on social media or by email at info@cotsfortots.org.uk





THE DIFFERENCE YOUR MONEY WILL MAKE

Whatever you do and however much you raise, your money will help save lives and support sick and premature babies at the Special Care Baby Unit at St Michael's Hospital.

Over 800 babies from across Bristol, the South West and South Wales are treated in the Unit every year. Some are born prematurely, as early as 23 weeks, while others are born with life-threatening conditions. Caring for these tiny lives requires highly specialist equipment and world-class expertise.

Cots for Tots supports the Unit with pioneering, life-saving equipment, so that each baby receives the best care possible. We support NEST, a specialised ambulance service that carefully transports babies to and from their local hospitals. We offer comfort through our Grand Appeal family support worker and Cots for Tots House, where parents and siblings stay free of charge, for as long as they need. We help bring a sense of normality to the hospital environment through our music therapy and Tell Me a Story programme.

But none of this would be possible without you. By fundraising you are helping to give every baby the care they need, and the chance they deserve.

Thank you



Baby Wyatt

Your fundraising will help babies like Wyatt who was born six weeks early with a serious heart condition.



Baby Matilda and family

Storybooks not only benefit babies like Matilda, but parents and siblings too.

£50

£50 could buy books for babies, to help parents bond with and soothe their newborn.

"Reading to Matilda gave us a way to connect while we couldn't hold her. It was amazing to see how she responded to our voices."

Tanya, Bristol

£100

£100 could provide parents with emotional and practical help from our family support worker, enabling them to cope more easily with having a very sick baby.

"She was very informative and listened to what our problems were. She kept in touch and her ability to keep me updated was just outstanding – thank you."

£500

£500 could provide 10 music therapy sessions helping to calm babies and help parents to interact with their newborn.

"Darla was in hospital until she was nine months old. Usually, she would lie quite still but music therapy encouraged her to move her muscles and focus on the lights and sounds."

Tina, Cheltenham

£1,000

£1,000 could fund a month's accommodation for a family, just minutes from their baby's bedside.

"Staying at the Cots for Tots house meant Noah's dad and sister could visit at the weekend, without the worry and expense of finding a city centre hotel. It also meant I could be a mummy and be there for Noah, day and night."

Louise, Barnstaple

£2,000

£2,000 could go towards pioneering medical equipment to help support the sickest babies and help save more lives.

"Beckett was born purple and lifeless and it was five minutes before he took a breath. He was transferred to Bristol by the NEST team for 'cooling' treatment. Incredibly, he's showing no sign of brain damage."

Kerri-Ellen, Tewkesbury

Damocles Merry proved
he's an Ironman.



FUNDRAISING HEROES!

We're so proud to have people like you on #TeamCotsforTots! To help you get inspired, here's what some of our other incredible fundraisers have been up to.



Clockwise from top left:

Cobie put his biscuit skills to the test for BIG Bake; John braved the muddy Rock Solid Race; Kerri-Ellen organised a sponsored walk for Beckett's christening; Rebecca faced her fear of heights, whizzing down a zipwire; Pupils at Clifton College were too cool for school on Wrong Trousers Day.



IMPORTANT THINGS TO REMEMBER

Before you start your journey, here are some things you need to know to make sure your fundraising is safe and legal. You may be tempted to skip this section, but please don't – it may not be the most exciting read but it's important, and we want your event to be as brilliant as possible.

Branding

Our Cots for Tots logo is very special because it was designed for us by Nick Park, creator of Wallace & Gromit, so it's important that it is used correctly. Before printing or publishing any advertising materials using our logo, please get in touch so we can supply you with the correct artwork and check that everything is OK.

Whenever advertising your fundraising, you must also clearly state the money is being raised 'in aid of Cots for Tots' and print 'Registered Charity 1043603'.

Food & Drink

If you're serving food at your event, visit www.food.gov.uk for food hygiene regulations. You can only sell alcohol with a licence, so check if your venue is already licensed or contact your local council to ask about getting a temporary licence.

Collections

To hold a collection in a public place or organise a pub-to-pub collection, you must first obtain a licence from your local council. If you're collecting on private property, like a shopping centre, railway station, office, or school, always get permission from the landowner or manager. Cots for Tots doesn't permit door-to-door collections, so please don't do this on our behalf.

Health & Safety

Before holding an event, carry out a risk assessment to make sure everyone will be completely safe. You may also want to get insurance and have trained First Aiders present on the day. Ask your local council if you're not sure.

Raffles & Lottery

There are strict rules about prize draws, raffles and lotteries, please check the latest information and advice at www.gamblingcommission.gov.uk. You can only hold a raffle without a licence if tickets are sold during a non-commercial event, on the premises where the event is held, and the draw takes place during the event.

Entertainment

If you're planning on having entertainment at your event like a band or a singer, you may need a licence. Contact your local council to check.



giftaid it

Gift Aid allows Cots for Tots to claim an extra 25p on every £1 donated – at absolutely no cost to you! JustGiving claims Gift Aid automatically, so you don't have to do a thing. If taking donations in person ask people to fill in your sponsorship form and tick Gift Aid if they are eligible.

Learn more about Gift Aid at
www.gov.uk/donating-to-charity/gift-aid

Any questions? Get in touch!
Contact us at info@cotsfortots.org.uk
or call 0117 927 3888.

RESOURCES

We can send you lots of Cots for Tots fundraising materials to help make your event a cracking success! Get in touch for:



SUPPORT
MY
EVENT!

Posters



Stickers & Balloons



Sponsorship Forms



Donation Envelopes



Collection Tins
& Bucket Labels



T-shirts, Running
& Cycling Tops

The Final Step: PAY IN YOUR MONEY

You've put in the work, got your friends and family involved, had a great time and raised money together. Now comes the moment when you change lives for the better. The sooner we receive your funds, the sooner your donation can help provide vital care for babies in hospital.

ONLINE Visit www.cotsfortots.org.uk/donate

BY BANK TRANSFER Contact info@cotsfortots.org.uk and we'll send you the details.

IN PERSON Our office is open Monday to Friday, 9am to 5pm, on Upper Maudlin Street, opposite Bristol Children's Hospital.

BY POST Send cheques made payable to 'Cots for Tots' to 'Freepost THE GRAND APPEAL'.

Please write our registered freepost address exactly as stated – there's no need to add anything else. If you pay by bank transfer or online, please drop us an email at info@cotsfortots.org.uk with the amount you donated, the date you paid it and any reference number the bank gives you. We can then say thank you and send you a certificate to display proudly!



Step by Step: YOUR FINAL CHECKLIST

We know all this information can be a lot to take in, so here's a handy checklist to help you keep track of your fundraising. Give yourself a cheer for every point you tick off – you're a **Cots for Tots** hero!

- | | |
|--|--|
| <input type="checkbox"/> Decide how you want to raise money, pick a date and let us know! | <input type="checkbox"/> Update your supporters with messages, photos and videos about your fundraising. |
| <input type="checkbox"/> Choose your fundraising target. | <input type="checkbox"/> Share your story with your local press. |
| <input type="checkbox"/> Set up an online fundraising page. | <input type="checkbox"/> Round up those last-minute donations. Every penny counts. |
| <input type="checkbox"/> Spread the word - tell your friends and family, use social media, cover the walls with posters! | <input type="checkbox"/> Pay in your money using one of the easy ways listed in this pack. |
| <input type="checkbox"/> Ask people to Gift Aid their donations. | <input type="checkbox"/> Thank everyone who's supported you and tell them what they've helped achieve. |

HOW ELSE CAN YOU SUPPORT US?

- ➡ Treat yourself to something special from our collection of much-loved merchandise.
- ➡ Show the world you're on #TeamCotsforTots and wear our lanyard or pin badge.
- ➡ Spread the word and ask your nursery, school or workplace to get involved too!



JOIN TODAY!

#TeamCotsForTots

0117 9273888 www.cotsfortots.org.uk