

*Your*

# GRAND APPEAL

## FUNDRAISING PACK



Saving lives and supporting sick children and their families at Bristol Children's Hospital



# 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 children and their families at Bristol Children's Hospital – so now we're going to support your fundraising in every way we can! You're on #TeamGrandAppeal, 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@grandappeal.org.uk](mailto:info@grandappeal.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 got 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](http://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 truckle of Wensleydale Cheese!

**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 sick children 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 The Grand Appeal, 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.



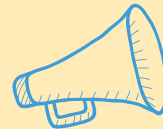
### SET A TARGET

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 The Grand Appeal 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/grandappeal](http://www.justgiving.com/grandappeal)



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 Bristol Children's Hospital's young patients and their families without people like you.



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



@thegrandappeal #TeamGrandAppeal



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@grandappeal.org.uk](mailto:info@grandappeal.org.uk)



# THE DIFFERENCE YOUR MONEY WILL MAKE

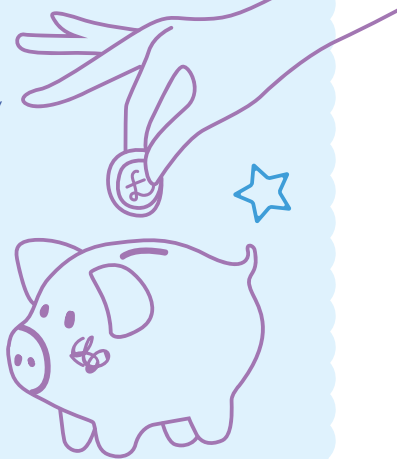
Whatever you do and however much you raise, your money will help save lives and support sick children and their families at Bristol Children's Hospital.

Over 100,000 children from across Bristol, the South West and South Wales are treated at Bristol Children's Hospital every year. Many of the young patients are local children, while some families travel across the region for specialist care and others from the whole of the UK for bone marrow transplants.

The Grand Appeal supports Bristol Children's Hospital with pioneering, life-saving equipment and research, including ventilators, a cardiac hybrid theatre and an inter-operative MRI scanner, so that each child receives the best care possible. We offer comfort through our Grand Appeal family support worker and our home-from-home accommodation, where parents and siblings stay free of charge, for as long as they need. We ensure the hospital is a vibrant and child friendly place and help distract the young patients through our music therapy, art and play programmes.

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

*Thank you*



Life hugely improved for epilepsy patient Jack after pioneering surgery using the interoperative MRI scanner funded by The Grand Appeal.

**£50**

**£50 could buy toys, games, books and magazines to distract and entertain children of all ages.**

*"Our hospital stays would be 10 times worse without the toys, DVDs and oncology playroom, all funded by The Grand Appeal."*  
Victoria, 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 child.**

*"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 children to express themselves and lift their spirits.**

*"Ben was very sick and barely had the energy to do the smallest thing. To see therapist Claire and Ben singing together was amazing. He would beam whenever she arrived for their sessions."*  
Natalie, Bude

**£1,000**

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

*"Staying at the charity accommodation 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 support the sickest children and help save lives**

*"Millie would not have made the journey to Bristol without the WATCH team and a specialist Babypod she was transported in. The compassion and attention to care was truly amazing."*  
Mike, Swansea



Music therapy distracts children like Ben and helps them escape the trauma of their treatment.





Pupils at Clifton College were too cool for school on Wrong Trousers Day

## FUNDRAISING HEROES!

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



**Clockwise from top left:**

Harriet put her decorating skills to the test for BIG Bake; Lisa had a 'close shave'; Natalia took on a Walk of Love around the coast of Britain; Chris completed a 24 hour endurance event with his team from the Royal Engineers; Dad Ryan ran the Bristol Half Marathon in honour of son Albie.



## 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 Grand Appeal 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 The Grand Appeal' and print 'Registered Charity 1043603'.**

### *Food & Drink*

If you're serving food at your event, visit [www.food.gov.uk](http://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. The Grand Appeal 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](http://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.

**Any questions? Get in touch!**  
Contact us at [info@grandappeal.org.uk](mailto:info@grandappeal.org.uk)  
or call 0117 927 3888.



Gift Aid allows The Grand Appeal 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](http://www.gov.uk/donating-to-charity/gift-aid)



## RESOURCES

We can send you lots of Grand Appeal 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 children in hospital.

**ONLINE** Visit [www.grandappeal.org.uk/donate](http://www.grandappeal.org.uk/donate)

**BY BANK TRANSFER** Contact [info@grandappeal.org.uk](mailto:info@grandappeal.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 'The Grand Appeal' 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@grandappeal.org.uk](mailto:info@grandappeal.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 Grand Appeal 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 #TeamGrandAppeal and wear our lanyard or pin badge.
- ➡ Spread the word and ask your nursery, school or workplace to get involved too!



**JOIN TODAY!**

#TeamGrandAppeal  
0117 927 3888 [www.grandappeal.org.uk](http://www.grandappeal.org.uk)