

Wallace & Gromit's WRONG TROUSERS DAY!



**FIRST THINGS FIRST.
THANK YOU FOR SIGNING
UP FOR WRONG
TROUSERS DAY!**

YOUR FUNDRAISING GUIDE

By taking part, you'll be helping to raise money for sick children and babies at Bristol Children's Hospital and St Michael's Neonatal Intensive Care Unit. We have lots of handy tips to get you started, but if you're still stuck for ideas, get in touch with our fundraising team on **0117 927 3888** or email events@grandappeal.org.uk

Make the most of your Wrong Trousers Day

• Step one: Plan your event

Think about where and when you want to hold your Wrong Trousers Day (it doesn't have to be on Friday 19 June). Let your colleagues know they can donate via your JustGiving page. Set your page up by visiting: justgiving.com/campaign/wtd2026

• Step two: Shout about it

Remember to spread the message far and wide by advertising your Wrong Trousers Day. Try posting on social media or telling friends and family. [Check out our cracking resources to make your day extra special.](#)

• Step three: On your Wrong Trousers Day

It's time to let loose and have some fun while raising money for a good cause. Don't be shy about asking for donations – make sure your collection is somewhere everyone can see it and use lots of posters to draw attention to your event.

• Step four: It's time to make a difference

Once the money has come rolling in, don't forget to send it to us. Paying in the money couldn't be easier; there's a method to suit everyone. Plus, once we have received it, you'll be sent a shiny certificate to celebrate your achievements.



Pay in online

Head to grandappeal.org.uk/donate

Don't forget to tell us your money was raised from Wrong Trousers Day.

By post

Make a cheque payable to 'The Grand Appeal' and send it to Freepost **THE GRAND APPEAL**, together with your details.

At the bank

Email us at events@grandappeal.org.uk for bank details.



It's not just what you wear – it's what you do when you're wearing it!

Think outside the dressing up box, by planning some exciting events to make your Wrong Trousers Day go off with a BANG! Boost your fundraising with these extra activities.

• Sponsor a friend

Who would you most like to see dressed up? Make it impossible for them to say no by collecting sponsorship – you could even choose their trousers.

• Best dressed prize

Or should that be worst dressed? Compete with your family, friends or colleagues and decide who wore the most ludicrous legwear.

• Hold a fashion show

Don't be shy, strut your stuff... Showcase your weird and wonderful legwear and crown the biggest fashionista.

Get in touch with our team to chat these through – they can provide advice on how to get started and extra fundraising materials.



Don't forget to photograph the day's events (with permission) and share them with us on social media.

Tag us: **#WrongTrousersDay @TheGrandAppeal**



Raising funds for
Bristol Royal Hospital
For Children

In partnership with
AARDMAN

How your donations will help



£15

could mean Bristol Children's Hospital is stocked full of toys, games, books and magazines to help distract and entertain children of all ages.

£50

could fund tickets to some of Bristol's biggest attractions so that families can take a break from the hospital environment.

£100

could mean families from the Paediatric Intensive Care Unit can come together for a monthly afternoon tea with fellow families while their child is seriously ill.

£200

could fund music therapy for a day allowing more children to get the chance join a group or solo session.

£300

could help distract children from the stresses and fears of hospital treatment with a varied, engaging arts programme by inviting artists and creatives to Bristol Children's Hospital.



The difference you make

I am very aware that so many of the facilities and services that aided Lowenna's recovery, as well as that of the other children and families we got to know, are only possible thanks to your generous donations.

So, I can now only ask you, consider supporting this incredible cause. You have the chance to make a difference, and help the children and families that will unexpectedly find themselves in need of the support and care that we have been so lucky to receive.



Lowenna's mum



WRONGTROUSERSDAY.ORG

The Grand Appeal®. Registered charity 1043603. © & ™ Wallace & Gromit Ltd/Aardman Animations Ltd 2026. All rights reserved.