



# CORPORATE FUNDRAISING PACK





# WELCOME

## to your corporate fundraising pack!

If you're holding this guide, you've already done something amazing. You and your colleagues have made the decision to raise funds to help sick babies, children and their families – so now we're going to support you 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 this pack.

### Still have a question for us?

Get in touch with Helen or Sally:

[Helen@grandappeal.org.uk](mailto:Helen@grandappeal.org.uk)  
[Sally@grandappeal.org.uk](mailto:Sally@grandappeal.org.uk)

0117 927 3888



# Choose your event or activity

**There are many ways you and your colleagues can raise money:**

## Corporates Collect

Think of ways to encourage your colleagues to give. Why not make a collection tin a swear jar, or introduce a 'pay for a parking space' scheme?

## Employee Fundraising

Encourage your colleagues to round up a team and take on one of our unique physical challenges.

## Charity of the Year

Make us your Charity of the Year and we'll make it a year to remember, with unique opportunities to engage both customers and staff.

**Companies can also support the efforts of their staff in various ways:**

## Match Funding

Match the efforts of your staff by match funding their money raised. This will project a positive corporate image and boost staff engagement.

## Sponsor a Room

Take part in our bespoke business challenge and provide a lifeline for families when they need it most. Sponsor a room in one of our three home-from-homes that offer parents a bed so they can be with their sick child day and night.

## Cause Related Marketing

Partnering with us can strengthen your company brand while promoting your products and aligning with a trusted family brand.

## Sponsor an Event

Have your logo on all our event promotional materials, feature within media releases and much more.



# Sign up to an event

Whether you're an amateur athlete, an adrenaline junkie or an intrepid traveller, our events have something for everyone.

What's more, when you register your interest, you'll have a dedicated team supporting your fundraising journey and guiding you to success. Join solo or take on the challenge with your colleagues.

## Bath Half Marathon



Despite Bath's beautiful hills, this iconic race is fast and flat, making it the ideal choice for starter and seasoned runners.

## Cardiff Half Marathon



A fast and flat course which caters for runners of all levels, around some of Wales' most iconic landmarks.

## Great Bristol Run



Choose between a half marathon or a 10k and be a part of Bristol's biggest race.

## Grand Walk



Join us for a day of family fun and take on a 1.5 or 5km walk around the stunning grounds of Ashton Court Estate.

## Three Peaks Challenge



Take on the iconic three peaks challenge in just 24 hours. You'll climb around 22 miles in just three days as you soak up the rugged sights of Glen Nevis Valley, Snowdonia's forests, and tackle Scafell Pike under a star-lit sky.



### Wallace & Gromit's BIG Bake

Become your office's star baker and raise some dough for sick children and babies.



### Group Skydive

Face your fears as you jump from 15,000 feet and take fundraising to new heights.



### Wallace & Gromit's Wrong Trousers Day

Find your weirdest and wackiest trousers and donate for the right to look wrong.



### Wallace & Gromit's BIG Christmas Dress Up

Get into the festive spirit by wearing your jolliest jumper and spread some Christmas cheer.



### Sponsor a Star

Support our Christmas light show and bring Christmas joy to patients at the Children's hospital. Your company name will be proudly displayed outside the hospital and on social media.

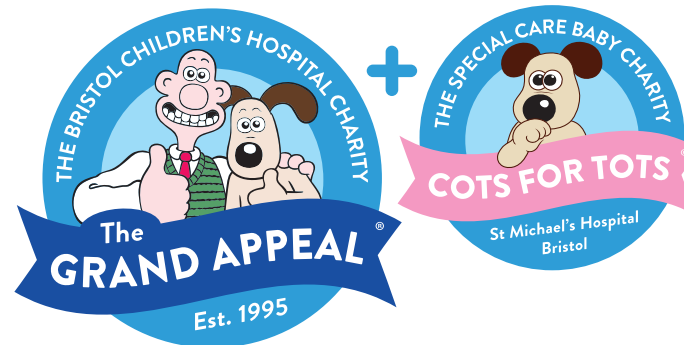
# Things to remember

**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 events to be as brilliant as possible.

## Branding

Our 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 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' or 'in aid of Cots for Tots' and print 'Registered charity 1043603'.**

## 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 authority to check.

## 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.

## Food & Drink

If you're serving food to the public at your event, visit [food.gov.uk](https://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.

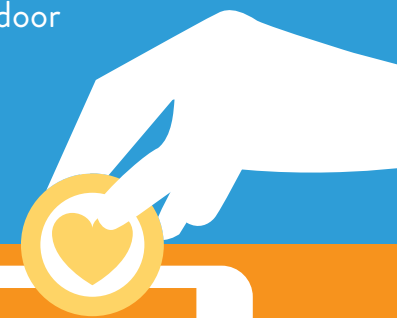


*giftaid it*

GiftAid allows us to claim an extra 25p on every £1 donated – at absolutely no cost to you! GiftAid can only be made on personal donations given to support your activities. JustGiving claims GiftAid 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 GiftAid if they are eligible. **Learn more about GiftAid at [gov.uk/donating-to-charity/gift-aid](https://www.gov.uk/donating-to-charity/gift-aid)**

## 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 in your office, a shopping centre or railway station, always get permission from the landowner or manager. We don't permit door-to-door collections, so please don't do this on our behalf.



## Raffles & Lotteries

There are strict rules about prize draws, raffles and lotteries, please check the latest information and advice at [gamblingcommission.gov.uk](https://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.

# Resources

We can send you lots of fundraising materials to help make your event a cracking success.

Go green! 

Please don't order more resources than you need, and remember to return any collection tins, buckets and other materials at the end of your event or partnership so they can be reused.



## Look the part!

Whether you're running, cycling or walking, we've got you covered. Get in contact to request your fundraising attire and stand out from the crowd.



# Social media

Social media is great for shouting about your fundraising. Keep your friends, family and customers up-to-date on your plans using your company Facebook, X, Instagram or LinkedIn pages.

Don't forget to ask your colleagues and team members to share your JustGiving link at the end of every update to ensure the donations keep flowing.

**We love seeing photos of your amazing fundraising – ask your photographer for permission to share them with us on social media or by email to [helen@grandappeal.org.uk](mailto:helen@grandappeal.org.uk) or [sally@grandappeal.org.uk](mailto:sally@grandappeal.org.uk).**

## Say hello!



 @TheGrandAppeal

 @TheGrandAppeal #TeamGrandAppeal

 @TheGrandAppeal

 @Wallace&Gromit'sGrandAppeal

 @CotsforTotsAppeal

 @CotsForTots #TeamCotsforTots

# JustGiving™

Setting up a team online fundraising page is a great way to spread the word about your fundraising. The money will also go straight to us, so you don't have to worry about collecting and paying it in yourself. Set up your JustGiving page at [justgiving.com/grandappeal](https://justgiving.com/grandappeal) or [justgiving.com/cotsfortots](https://justgiving.com/cotsfortots).

## Company Fundraising by JustGiving

Create a bespoke landing page for your staff, using your logo and corporate colours.

## Team JustGiving pages

A great way to join individual fundraising pages together, allowing colleagues to raise money separately whilst contributing to a larger team goal.

If you're still stuck, you can request our JustGiving guide that includes all the tips and tricks you need to start your fundraising journey.



# Fundraising heroes

We're so proud to have people like you on Team Grand Appeal and Cots for Tots.

To help you get inspired, here's what some of our other incredible corporate partners have been up to.



Employees from Bristol based building services provider **MCS** raised over £139,000 through an epic cycle across Mallorca and Croatia. That really is pedal power!



Four days, four countries, 335 miles, five incredible matrons from the **children's hospital** cycled from London to Amsterdam to raise money for the patients they support.



As part of their Charity of the Year Partnership, the amazing team at **Kings Court Trust** reached new heights by skydiving from 15,000ft, raising nearly £8,300 for Bristol Children's Hospital.



Our long-standing supporters, **The Entertainer**, have raised over £900,000 through its partnership with Pennies, a micro-donation charity. Customers across the South West have raised a staggering amount just from their spare change.



Our friends at **Cakesmiths** hosted a special cake decorating competition for young patients to enter. 14-year-old Eva won, and her dream cake became a bestseller in coffee shops across the UK.



**AER Studios** took on a series of fundraising challenges – everything from climbing the UK's three peaks in 24 hours to a 50km group walk, raising over £7,600.



Want to add a truly Bristol twist to your client or staff event? Go up, up and away with Wallace & Gromit's Moon Rocket hot air balloon. The cracking contraption is available to be booked for flights. Thanks to **Exclusive Ballooning**.

# The difference your money will make

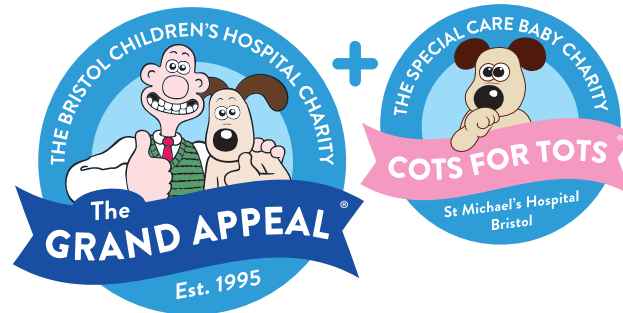
**Whatever you do and however much you raise, your money will help save lives and support sick babies and children and their families at Bristol Children's Hospital and at the Neonatal Intensive Care Unit at St Michael's Hospital.**

From the very moment a baby, child or young adult enters the Neonatal Intensive Care Unit or Bristol Children's Hospital, we are on hand to support them and their families through their entire treatment journey.

From pioneering research, innovation, and life-saving equipment, to family accommodation and specialist support staff, we provide care, support and a lifeline to enable a family to cope with what lies ahead, whatever the outcome. Many of the brave young patients we support have travelled hundreds of miles - from Cornwall, Devon, South Wales and Wiltshire - for the specialist treatment they need.

But none of this would be possible without you.

**By choosing to support us you are helping to give every baby and child the care they need, and the chance they deserve.**



# Thank you





**£10,000**

Could help **fund a sports event** for children who have or have had cancer or a blood condition, encouraging them to get active and helping to combat the physical and mental side effects of their treatment.

**£5,000**

Could **fund a video messaging service** for families at St Michael's Neonatal Intensive Care Unit for a whole year. Regular updates from staff means parents never miss those special moments, even if they have to return home.

**£1,200**

Could help **fund a dedicated Play Specialist** for a month for children with cancer at Bristol Children's Hospital providing imaginative and creative play sessions to help them through long and difficult treatment.

**£750**

Could **pay for accommodation** for one month in our home-from-home for a family, so that they can stay close to their sick baby or child and can get some much-needed rest.

**£100**

Could **buy children's books** to enable parents to bond with and soothe their new-born.



“ James and I are forever grateful for the love, care and support shown to us as a family. We had our three other children stay with us for the whole summer at **Cots for Tots House**, which meant the world to us.

**Autumn,  
Mireya's mum**



# SPONSOR A ROOM

**Sponsor a room in one of our three home-from-homes and change lives.**

Your generosity will help us provide free accommodation for families with critically ill children in Bristol Children's Hospital and the Neonatal Intensive Care Unit in St Michael's Hospital.

## What you get when you sponsor a room

- Your company name displayed in our family accommodation, so residents know which businesses helped keep them close to their baby or child.
- Your company name added to our website for our whole audience to see.
- A bespoke e-signature to use and social media assets to share, so your clients and customers know that you're a charitable, generous business.
- A certificate to proudly display in your office.
- The opportunity for a private tour of our family accommodation and to meet families so you can see, first-hand, the difference you're making.
- Progress towards your CSR and ESG targets.

## Sponsor a room donation prices

Below are some examples that show you how long your generous donation will fund a family's stay in one of our free accommodation houses. It costs

**£25** to house one family for one night.

**£350** to support a family for a fortnight

**£750** to support a family for a month

**£1,500** to support a family for two months

**£2,250** to support a family for three months

**£3,750** to support a family for five months



“ We were so grateful to have a room just a couple of minutes away from Joey.




“ Not having the expense of accommodation was a massive relief to us.



# Your fundraising check list

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 all our heroes!

- 
- Decide how you want to raise money, pick a date and let us know!
  - Choose your team fundraising target.
  - Set up a team online fundraising page and ask people to Gift Aid their donations.
  - Spread the word - tell your friends and family, use social media and cover the walls with posters!
  - Update your colleagues with messages, photos and videos about your fundraising.
  - Share your story with local press.
  - Display the thank you certificate we send so everyone can see your fantastic total raised or running total throughout the year.



*Go team!*

**Pay in your money using one of the easy ways listed in this pack.**

**Online** - [grandappeal.org.uk/donate](https://grandappeal.org.uk/donate)

**Bank transfer** - contact [hello@grandappeal.org.uk](mailto:hello@grandappeal.org.uk) and we'll send you the details.

**In person** - our office is open Monday to Friday, 9am – 5pm.

**By post** - send cheques made payable to The Grand Appeal to 'Freepost THE GRAND APPEAL'.

# How else can you support us?

Treat your office to something special from our collection of **MUCH-LOVED MERCHANDISE.**

**100% PROFITS**  
SUPPORT SICK  
CHILDREN  
AND BABIES.

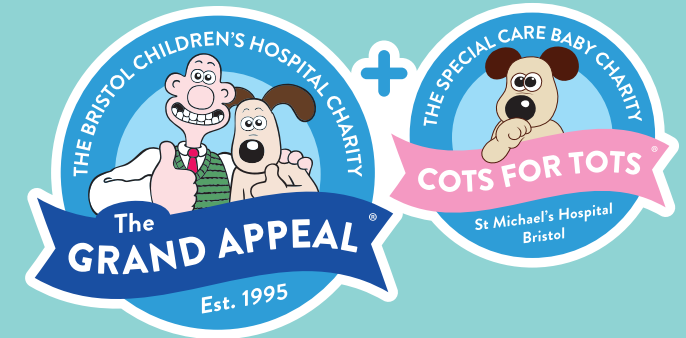


Show the world you're  
on **#TeamGrandAppeal**  
or **#TeamCotsforTots**  
and wear our...

**LANYARD AND  
PIN BADGES**



Spread the word  
and ask your  
suppliers, clients  
and customers to  
get involved too!



Your corporate fundraising  
team is here to help.

[Helen@grandappeal.org.uk](mailto:Helen@grandappeal.org.uk)  
[Sally@grandappeal.org.uk](mailto:Sally@grandappeal.org.uk)  
0117 927 3888