



COMMUNITY FUNDRAISING PACK

For individuals, schools and community groups.
All the tips and tricks you need to
become a fundraising hero!

**If you're reading this guide,
you've already done
something amazing.**

You've chosen to raise money to support sick babies and children. Thank you for helping us change lives at Bristol Children's Hospital and St Michael's Neonatal Intensive Care Unit (NICU).

Whether you're running an ultramarathon, hosting a bake sale or starting a sponsored read, we're here to support you every step of the way.

We've put together this pack to help you choose your challenge, set up your online donation page, and give you all the tips and tricks you need to smash your fundraising goal.



Contents

In your fundraising pack, you'll find:

Meet our team 2

Choose your challenge 3

How to collect donations 5

How to pay in your fundraising 6

Fundraising resources 9

Your fundraising checklist 10

The difference you make 11

Meet the team

Before you get started, let us know about your fundraising challenge!

Register your interest:



grandappeal.org.uk/get-your-fundraising-pack/

You can register your interest in fundraising for The Grand Appeal or Cots for Tots by filling out our online form.

Steph



Community Fundraising Manager
stephanie@grandappeal.org.uk

Whether you're climbing Kilimanjaro or rowing the Atlantic, Steph can help you smash your fundraising goal. Steph also looks after our online streamers and Hot Dog Dashers.

Sophie



Community Fundraiser
sophiem@grandappeal.org.uk

Planning to support our charity at school, fundraise in your local community, or take part in Shine Bright for Bristol Children's Hospital next Christmas? Sophie's your go-to expert.

Josie



Community Fundraising Assistant
josie@grandappeal.org.uk

If you're a keen knitter or crocheter, you can use your talents to support Cots for Tots! Reach out to Josie to find out more. Josie's also on hand to help you with fundraising through Facebook.

Kate



In-Memory Fundraising Manager
kate@grandappeal.org.uk

Kate looks after our in-memory fundraising. Get in touch with Kate if you'd like to fundraise, take part in an event or set up a Star Tribute Fund in memory of a loved one.



Tag us on social media

Once you've started fundraising, spread the word on social media!

Make sure to tag us in your posts so we don't miss them.
You can find us here: →



/thegrandappeal and /cotsfortotsappeal



/thegrandappeal



/company/thegrandappeal



/thegrandappeal and /cotsfortots

Prefer to speak over the phone?
Call us on
0117 927 3888.

Choose **your** fundraising challenge

Take on one of our challenges...

Hot Dog Dash



Planning a walk, run, roll or cycle? Take part in the Hot Dog Dash!

This cracking challenge, inspired by a sculpture from our Gromit Unleashed 3 trail, is for fundraisers of all ages, all year round. Plus, once you've raised £50, you'll receive an exclusive running top featuring 'Hot Dog', our roller-skating Gromit sculpture.

Shine Bright for Bristol Children's Hospital



If you're as crackers about Christmas as we are, why not show it through a festive lights display?

From living room window displays and garden decorations to vans decked out in fairy lights, there's a way for everyone to raise funds for sick kids during the holiday season.

Gromit's Grand Read



Break out the bookmarks for Gromit's Grand Read!

The idea is simple: read as much as possible and raise money for sick babies and kids. Work together in teams, classes or year groups and fundraise at school or in your office. You can also embark on an epic solo reading adventure.

Stream for Sick Kids



Calling all gamers, streamers and content creators! We're looking for a new kind of fundraising hero to save the day.

Host a video game tournament on Twitch, teach Zumba over Zoom, or livestream your band's concert on Facebook. We'll support you throughout the whole process and get you ready to fundraise online in no time.

... or make up your own!

No one will inspire you like your fellow fundraisers. Here are a few of the fantastic challenges that people like you have set themselves.

Lissa



Did a cold-water dip every day for a year.

Delia



Walked 100 miles in a month at 80 years old.

Gary



Runs guided tours of Bristol's most iconic building.

Georgia



Swam the length of the English Channel in her local leisure centre.

Selina



Raises funds every year at Wai Yee Hong's Lunar New Year event.

Barney



Cycled over 110 miles in two days to visit every Gromit Unleashed 3 sculpture.

Finlay



Climbed Mount Snowdon at just five years old.

Becca



Crochets baby blankets for Sister Emma to sell on her NICU stall.

Elliot



Broke a Guinness World Record running across the entire length of Iceland.

Amber



Aced her 5km walking challenge from home to her grandparents' house.

Still stuck for ideas?
Check out our events guide.



Take part in our regular programme of events, including bake sales and dress-up days!

grandappeal.org.uk/latest-news/events-guide-2026

How to collect donations

Ready to smash your fundraising target? Choose how you want to collect donations from the options below.

Tins

If you work in a shop or café, a small collection tin is the perfect addition to your till. You'll be amazed at the difference your customers' spare change can make!



Buckets

Whether you're hosting a village fête, a pub quiz or a Christmas lights switch-on, bring along our branded buckets to your fundraising event! These are considerably bigger than our tins, perfect for collecting cash from a crowd.

Contact Sophie (sophiem@grandappeal.org.uk) to get your hands on collection tins or buckets.

Contactless devices

We have a small number of contactless payment devices for our fundraisers to borrow. Please speak to our team to see if they would be suitable for your event.

JustGiving

Setting up an online fundraising page is a great way of spreading the word about your challenge. Even if you're planning to collect cash donations, it's always useful to have a place for people to donate online, too! We recommend using JustGiving, which is quick, simple and secure. The money you raise goes straight to The Grand Appeal, so you don't even need to worry about paying it in yourself.



Top tips:

Make the most of your online fundraising

- **Say cheese!**

Personalise your page by uploading photos.

- **Set a target**

Choose a realistic target and then ask your friends and family to help you reach it.

- **Share your story**

Tell everyone why you're fundraising and how their donations will help change lives.

- **Post updates**

Celebrate reaching milestones and ask your supporters to help you go that little bit further.

- **Say thank you**

Recognising the support you've received makes people feel special and inspires others to get involved.

Set up your page in a few simple steps at justgiving.com/grandappeal

How to pay in your fundraising

JustGiving

If you have a JustGiving page set up, your work here is done! The money will automatically be transferred to The Grand Appeal or Cots for Tots.

Please note that while your supporters can claim Gift Aid when they donate, you can't claim Gift Aid on the money you've raised.



Bank transfer

Please contact the team to find out our bank details. When you send the funds across, make sure to put your name as the reference and drop us an email to let us know it's been paid.



Cheque

Please make your cheque payable to either 'The Grand Appeal' or 'Cots for Tots'. You can send your cheque to us using our freepost address:
'Freepost THE GRAND APPEAL.'
Please include your details in the envelope so we know who has sent it!



In person

Pop into our fundraising office at 30-32 Upper Maudlin Street, Bristol, BS2 8DJ to drop off your funds. Our office is open from Monday to Friday, 9 am to 5 pm. Let us know when you'll be coming so we can ensure that someone from the fundraising team is available.

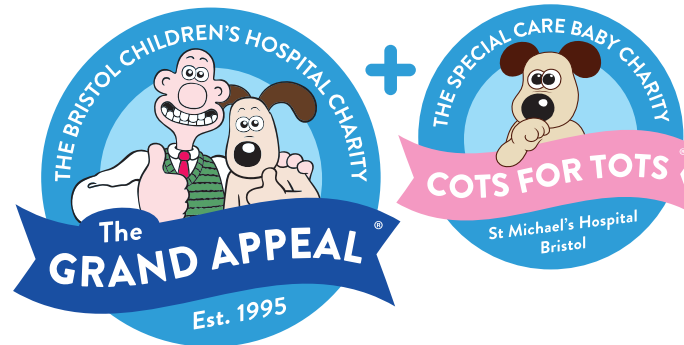
Things to remember

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. Please avoid using AI software to insert or edit our logo since it often alters the design.

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.



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.



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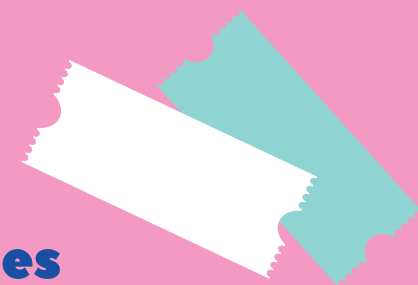
Gift Aid allows us to claim an extra 25p on every £1 donated – at absolutely no cost to you! Gift Aid can only be made on personal donations given to support your activities. JustGiving claims Gift Aid automatically, so you don't have to do a thing. If taking donations in person ask people to fill in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

Learn more about **Gift Aid** at [gov.uk/donating-to-charity/gift-aid](https://www.gov.uk/donating-to-charity/gift-aid)

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.



Fundraising resources

Turn your event into a soaring success with our free fundraising materials. All you have to do is contact us and let us know what you need.

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.

Flags



Leaflets, event posters, sticker sheets and sponsorship forms



Collection boxes



Grab some GOODIES

Balloons



Sports tops



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.



Fundraising T-shirt



Collection tins and buckets

Your fundraising 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!



Register your interest in fundraising for The Grand Appeal or Cots for Tots.



Decide how you want to raise money. Pick a date and let us know.



Choose a fundraising target.



Set up an 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 supporters with messages, photos and videos about your fundraising.



Share your story with local press.



Display your fundraising certificate so everyone can see the fantastic total you've raised (or your running total throughout the year).



The difference you make

Every year, thousands of babies and children, from the tiniest newborns to the bravest teenagers, depend on the extraordinary care delivered in Bristol Children's Hospital and St Michael's NICU.

Your donation allows us to be there for young patients and their families from the very moment they arrive at the hospital. Every penny you raise helps us to fund life-saving equipment, family accommodation, music therapy, and so much more.

None of this would be possible without you.

By choosing to support us, you're helping to make these hospitals the very best place for sick babies and children.

Thank you

“ 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



£4,100

Could fund a **vein finder machine** that can accurately locate children's veins when they have to undergo cannulation.

£900

Every family should have a place to call home. Especially when their child is in hospital. £900 could fund a months stay in our **accommodation**, meaning a family can be by their sick baby or child's side day and night.

£500

Could buy two **Nintendo Switch consoles** for children to use during their hospital stay, helping to entertain, distract and play with fellow patients.

£160

Could pay for a **Forest School** session for up to five children with a brain condition or brain injury, helping them rebuild confidence, reconnect with the world beyond the ward and enjoy precious time with family outside hospital.

£50

Bonding with your newborn baby when they are inside an incubator can be challenging. £50 could gift 50 families in the NICU a **book** to read aloud, creating memories that will last a lifetime.

£12.50

Could fund a 30 minute **Reiki session**, a complementary therapy, for patients, parents and staff helping to reduce stress, encourage relaxation and bring comfort during treatment.



Thank you!

You're changing lives at Bristol Children's Hospital
and St Michael's Neonatal Intensive Care Unit.