

# Santas in a Box

Event guide

Registered with



FUNDRAISING  
REGULATOR

Registered charity number: 1085951





# A comforting place filled with laughter

Helen & Douglas House helps local families cope with the challenges of looking after a terminally ill baby or child who will die prematurely.

Helen & Douglas House is a warm, homely place for local children living with life-limiting and terminal conditions, and their families. We provide round-the-clock care in a comforting environment. Our hospice is filled with laughter, whilst also being a peaceful place where families can create happy memories in their last days, weeks, months or years together.

*'Without Helen & Douglas House we wouldn't have felt as strong and as confident to have a sick child like Tillie.'*

**Jodie, Tillie's mum**

**We need to raise over £6m each year to care for terminally ill children. We can't do that without your help**

# Getting set up



## Health & Safety

Please organise the event with your school's designated health & safety advisor.

## Tell parents

A promotional poster can be found in your pack, be sure to include what, when, where and why on your poster. You can also download digital graphics from our website to promote the event via email, apps and social media.

## Start fundraising

When you registered for the event we created an online fundraising page for you. Share your fundraising page digitally. You can also download a printable sponsorship form from our website.

## On your marks, get set, hohoho!

Hold your Santa Run and celebrate your achievement.

## Pay in your donations

Details of how to pay in your fundraising can be found within in this pack.



# Sharing the fun



## Photos of your fun run

We would love to see photos of the children having fun at your event, please do share with us any images you take - but only those with consent.

If sharing on your social platforms, please use the hashtag #santarunforHDH so we can see them.

## Promoting the event

We have supplied some wording about Helen and Douglas House which you can use in any of the communications about your Santa Run.

## Our logo

Please use the logo supplied in this pack for any communications you are doing about the event.

This should not be adapted or distorted in any way.

# Paying in donations



You use any of the following methods:

## Online

Donate through your school's enthuse fundraising page, or via our website [hdh.org.uk](http://hdh.org.uk)

## BACS

Make a BACS payment using the following details:

Account name: Helen & Douglas House

Account number: 84326735

Sort code: 60-70-03

Remember to include your **school name** and reference '**Santas in a box**'.

## Cheque

You can make cheques payable to Helen & Douglas House and send them to 14a Magdalen Road, Oxford, OX4 1RW.

Please include a note alongside your cheque including: **school name, address and 'Santas in a box'**, these details help ensure we can thank your generous efforts properly.





**I really don't think we need to include this story in their event guide - it just doesn't seem necessary at this point in the user journey**

# Roman's Story

Your support will be helping families like Roman's. Twin Roman, at only a few days old, was given weeks to live. In March 2019 he came to Helen & Douglas House after being diagnosed with a rare genetic heart condition. He needed our emergency medical care and his exhausted family, after spending weeks by his side in hospital, needed emotional and practical support.

As the months went on Roman was admitted back to the hospice on multiple occasions, each one feeling like it could be the last.

Our community nurses also visited him at home regularly and were often at the end of a phone in the middle of the night to help avoid a crisis. Months went by and despite being given just weeks to live, Roman spent his first and last Christmas at home with his family.

Sadly in January 2020, just a few weeks after Christmas, Roman died peacefully at home surrounded by his family.

*"It felt like a miracle as we got everything we wanted for Christmas. Our twins, Roman and Harley celebrated and opened presents together. Thanks to the lifeline of Helen & Douglas House, we had the perfect day."*

**Ellie, Roman and Harley's Mummy**