

Fundraising Guide



Become a HDH hero

Fundraise now and help
families make precious
memories to last forever


Helen & Douglas House
your local children's hospice

Thank you for choosing to raise money for us

Founded in 1982, we are the world's first children's hospice. We improve the lives of local terminally ill children and their families living in Oxfordshire and the surrounding counties.

Our amazing team including doctors, nurses and carers, provide exceptional care tailored to the needs of children living with a wide variety of complex conditions which will end their lives prematurely.

As a charity, we rely almost entirely on financial support from the public to fund our work. We need to raise over £6m each year to keep our service running, and 88% of that comes from people just like you.

With your help, we can give more children and their families the expert care and support they need.

Thank you for helping children make happy memories to last forever.



How your fundraising impacts lives

When you support Helen & Douglas House, you're doing something truly special.

Your support could help our outreach nurses make home visits, giving children and their families vital care and support. Thanks to you, our nurses could help children manage their pain, be a listening ear for parents and do whatever it takes to help families make the most of every day.

You could help fund supportive stays so children can enjoy doing things such as baking, music therapy and paddling in our hydrotherapy pool. Supportive stays enable parents to have a break from their caring responsibilities, safe in the knowledge that their children are being cared for by experts.



Families who fundraise

Three incredible mums, called the Angel Mums – Nicky, Rachel and Mary – took part in a tandem skydive raising money for Helen & Douglas House in memory of three special children who were cared for by the hospice – Elara, Zac and Neve.

"I was invited to attend group counselling sessions, run by experts in child bereavement, at Helen & Douglas House. This shifted my grief process enormously. Being able to talk, safely and openly, with other people who were experiencing the same heart ache, trauma and tragic loss, parents that understood the dark, challenging and difficulties day to day was something that helped me in a totally different way."

Nicky

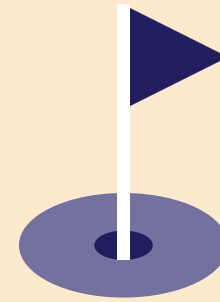
Fundraising ideas

Quick and simple

- Bake sale or coffee morning
- Dress down day
- Car wash
- Film night
- Name the teddy / Guess the number of sweets in the jar

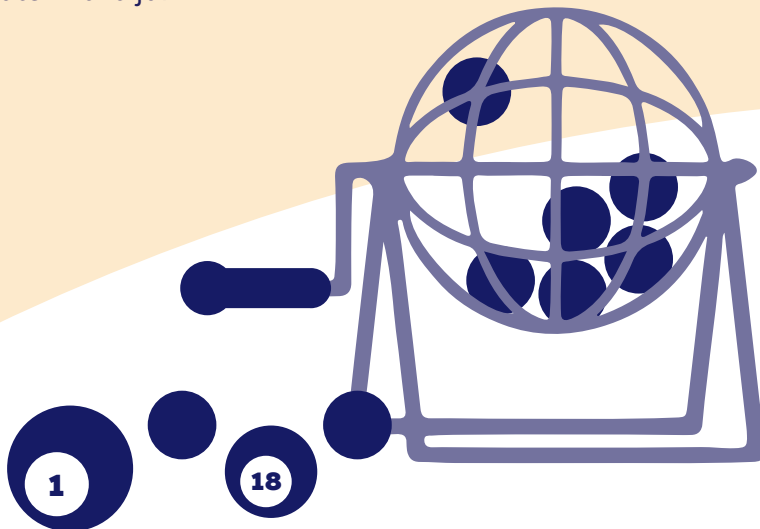
Moderate effort

- Bingo or quiz night
- Live stream gaming
- Raffle
- Sports tournament
- Dinner party



In-depth planning

- Gala dinner or ball
- Golf day
- Auction
- Fete or festival
- Fun run



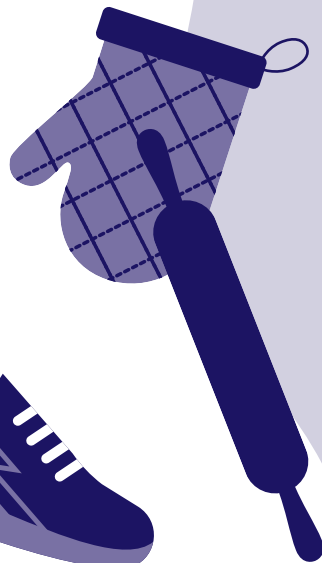
Simple steps to fundraise

Fundraising can seem daunting, but by following a few simple steps, your efforts will put you on track for success. Here's a guide to help you start your fundraising journey.

1

Choosing the event

Choosing the right event is crucial for successful fundraising. Consider your network and resources when selecting from options like bake sales, charity runs, or a raffle. Align the event with something you will truly enjoy doing to engage participants effectively. Plan thoroughly to ensure it's enjoyable and profitable, maximizing both attendance and donations.



2

Let us know your plans

Doing your own thing? Complete our online form to share the details, www.helenanddouglas.org.uk/register-your-fundraising

Or you can create your online fundraising page now at justgiving.com/hhadh

If you've signed up for one of our charity event places already, your fundraising page will have been generated automatically and a member of the team should have been in touch already. If in doubt, email us at events@helenanddouglas.org.uk

3

Tell your community

Informing your community is key to a successful fundraiser. Create eye-catching posters and flyers and use social media to spread the word. Share your fundraising page with friends, family and colleagues to ensure widespread attention and support.

Paying in your fundraising

Ready to send in the funds you've raised? Here's how you can easily pay in your fundraising.

Paying in Online

If you've collected donations, you can quickly and easily make a payment on our website at helenanddouglas.org.uk/donate

Paying in by Phone

Call our friendly Fundraising Team on **01865 799150** to make a payment with your credit or debit card.



Paying in by Cheque

Please make your cheque payable to 'Helen & Douglas House' and include your name, address, and a short note about your fundraising. Don't forget to enclose any sponsorship forms for Gift Aid. Remember, don't send cash in the post. Please send your cheque to:

Fundraising
Helen & Douglas House
14a Magdalen Road
Oxford
OX4 1RW

Bank Transfer (BACS)

You can transfer your fundraising directly into our bank account. Here are the details you'll need:

Name: Helen & Douglas House
Bank: NatWest
Account No: 84326735
Sort Code: 60-70-03

For overseas payments

IBAN: GB60NWBK60700384326735
Swift: NWBKGB21

Online Fundraising

Creating a JustGiving page is a simple way for people to donate, and the funds come directly to us. All you need to do is spread the word and share your page link with family and friends. Set yours up at justgiving.com/hhadh

A note on Gift Aid: Please remember that if you're paying in funds in one lump sum which have been donated by friends and family, you are unable to Gift Aid the donation. For more information on Gift Aid, please visit the [.Gov](https://www.gov.uk) website.



Keeping it safe and legal

Collecting money

You'll need a licence from your local authority if you want to do a collection in the street or another public space. It can take time to obtain your licence, so contact your council as soon as possible. We can give you a letter of authority to show organisations or people who want to check your fundraising credentials. Give us a call on **01865 799150** and we'd be delighted to help.

Raffles

To hold a raffle you may need a licence from your local authority. We've got a special raffle guide to explain more. Call us on **01865 799150** or email fundraising@helenanddouglas.org.uk if you'd like a copy.

Health and safety

You may want to consider completing a risk assessment for your event to help mitigate any potential hazards to the public. If you would like a template to use, please let us know. You can also get helpful health and safety advice from your local St John Ambulance.

Gift Aid

Asking friends and family to Gift Aid their donations can boost them by a whopping 25%. Donors and sponsors must be UK taxpayers, and must provide their name and address. Not all types of fundraising activities are eligible Gift Aid, so make sure you check out the [Gift Aid section on our website](#).



Data Protection

You'll need to make sure that you keep people's personal data safe: names, contact details, photographs and other personal information. Ask yourself how you'd like your personal data kept safe by an organisation, if you have questions on this, please let us know.

Insurance

Helen & Douglas House does not accept any liability for your fundraising and therefore doesn't provide insurance. You may want to organise your own, especially for a large event.

Food and drink

If you are serving food and drink at your event, good hygiene is essential. Advice is available at [food.gov.uk](https://www.food.gov.uk). If you're serving alcohol then you'll also need to consider licensing, check with your venue and local council for specific requirements.

Branding

Get in touch if you'd like to use our logo in your fundraising materials, and we can supply you with the most appropriate version.

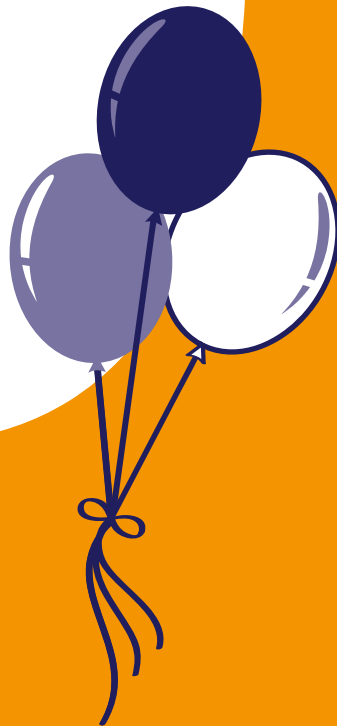
Good luck

**Whenever you need us,
we're here**

Get in touch with us at:

fundraising@helenanddouglas.org.uk

01865 794749



"One day unexpectedly you might get knocked over by a wave and you won't see it coming and when you do you will be so grateful that there is a place like Helen & Douglas House in your home city. For me it has turned a sad story into a week of sheer happiness. So it has given me nothing but happy memories of my time with Martha. Coming here made us feel like two parents with a daughter."

Ed, Martha's Dad

Other ways to support



Donate

Make a regular or one off donation, visit hdh.org.uk/donatetoday

Fundraise

Get creative and do something new to raise money in your community, like a bucket collection, bake sale, craft fair or quiz night.

Take on a challenge

Taking part in one of our organised events is a great way to show your support, such as the London Marathon, trekking or a skydive.

Partner with us

By organising a fundraising event with your company, community group or school.

Remember us

1 in 5 of our patients' care is funded by a gift left in a Will.

Volunteer

Whatever your skills and interests, we have something for you from gardening, to reception support, to crafting and in our shops.

Shop or donate in our stores

We have many shops across the region full of good quality pre-loved items, and we are always grateful for donations.