

Santas in a Box

Event guide



Registered with



FUNDRAISING
REGULATOR

Registered charity number: 1085951

Jack meets Santa at the annual Helen & Douglas House Christmas party



Your local children's hospice

Helen & Douglas House hospice improves the lives of local terminally ill children and their families living in Oxfordshire and the surrounding counties.

We are the world's first children's hospice, and we provide individualised respite and end-of-life care at our hospice in Oxford as well as end of life care at home and in hospital. Our amazing care makes it possible for families to create happy memories which will last forever.

Christmas is often our busiest time of year. We are likely to support at least 71 seriously unwell children in ways you would never expect.

More children than ever need hospice care. Last year we supported 280 young people and their families across all our services. Based on national predictions, this number is likely to rise*.

Over the Christmas period, our care team will go above and beyond to make our hospice feel like home, even at a time when that might feel impossible.

But we can't do it without your help. Your kindness has the power to transform a child's Christmas in a place no family expects to be.

We need to raise £66,000 to help fund the total cost of care this Christmas. Your Santa Fun Run can help us reach this goal.

*Evidence shows that the number of children with palliative care needs in the UK could increase by up to 30% by 2030. Make Every Child Count study, 2020

Getting set up



Health & Safety

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

Tell people about it

You can find an editable letter on our website introducing the event to runners or the parents of any children taking part. Add your event details in the sections highlighted in yellow.

You can also download the resources to help you spread the word and fundraise in your local community, including posters, social media graphics, and email banners.

Visit: hdh.org.uk/santa-resources

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.

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** and tag **@helenanddouglashouse** so we can see them.

Promoting the event

We have supplied some wording about Helen and Douglas House in the front of this guide and in our template letter which you can use in any of the communications about your Santa Run.

Our logo

Please use the logo supplied on the Santas in a Box webpage for any communications you are doing about the event.

This should not be adapted or distorted in any way.

Paying in donations



You can pay in donations:

Online

Donate through your Enthuse fundraising page, or via our website 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 **organisation or group 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: **organisation or group name, address and 'Santas in a Box'**, these details help ensure we can thank you for your generous efforts properly.