Fundraising Guide

Photo: Nicky takes on a fundraising skydive in memory of her daughter Elara

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

Helen & Douglas House is the world's first children's hospice, supporting children with life-shortening conditions and their families, in Oxfordshire and nearby counties.

We provide life enhancing care at our Oxford hospice, at home, and in hospital, ensuring that every child and family receives exceptional care wherever and whenever they need it.

Our support allows parents to have precious time together with their children, sharing laughter and joy, and creating happy memories which will last forever.

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 fund our care, and 86% of our funding 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 your support.

Jasper enjoys a story with one of our nurses

You're helping families like Jago's

By fundraising for Helen & Douglas House you're helping local families, like Jago's. When five month old Jago was diagnosed with a rare genetic disorder Helen & Douglas House were there to offer the support they needed.

The care from the hospice not only gave the family support to manage Jago's seizures but also the chance to spend precious time together outside of the pressures of caring for a very unwell child.

"Every single time we stepped foot into Helen & Douglas House a special memory was made that we treasure forever. We were able to see Jago experience things in his short life he would otherwise never have done, like getting involved with music groups, being taken on trips out with other children or meeting animals in the garden."

– Daryl, Jago's Dad

A little over a year after Jago was first diagnosed he died at Helen & Douglas House at just 18 months old. Jago's death came only one day after the birth of the family's third child, Eva – the start of an emotional and complex journey for parents Daryl and Gemma.

Helen & Douglas House's support for the family didn't stop when Jago died and the couple received one to one bereavement counciling to help them manage the early stages of their grief.

Since then Daryl and Gemma have thrown themselves into raising funds and awareness for Helen & Douglas House, with Daryl taking on the three peaks challenge with his friends and Gemma running the Oxford Half Marathon. The family also organised a charity football match in July 2025 in Jago's memory, where teams wore black or white in honour of Jago's favourite animal, the zebra.

"I've seen firsthand what Helen & Douglas House does and the difference it made to me and my family is beyond words. For it not to be there for any reason is unthinkable so I really hope we keep raising as much money as possible."

– Daryl, Jago's Dad

However you choose to fundraise for Helen & Douglas House you'll be part of a bigger team of not only those who support the hospice, but the families who use our services too. Together we can make help make sure more local children and families get the support they need.

Simple steps to fundraise

If you're not sure where to start when approaching your fundraising then following these few simple steps will put you on track for success.

1 Choose your 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 and encourage as much support as possible.

Planning thoroughly will help ensure your fundraising is enjoyable and profitable, maximising both attendance and donations.

Chris hosted a cake sale for Helen & Douglas House as part of his London Marathon fundraising

2 Let us know your plans

Doing your own thing? Complete our online form to share the details, **hdh.org.uk/fundraising**
Or you can create an online fundraising page now at **hdh.org.uk/justgiving**

If you've **signed up for one of our charity events**, 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**

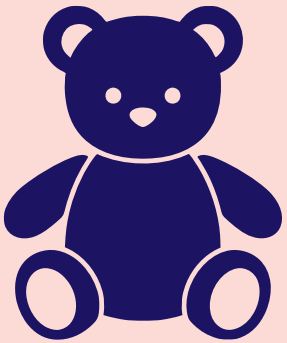
3 Tell your community

Getting people excited about what you're doing will make your target easy to achieve. Spread the word with eye-catching poster, flyers and social media posts. Share your fundraising page or event posters with friends, family and colleagues to ensure widespread attention and support. You can find free downloadable resources and guidance on how to talk about Helen & Douglas House on our website **hdh.org.uk/resources**

Fundraising ideas

Quick and simple

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

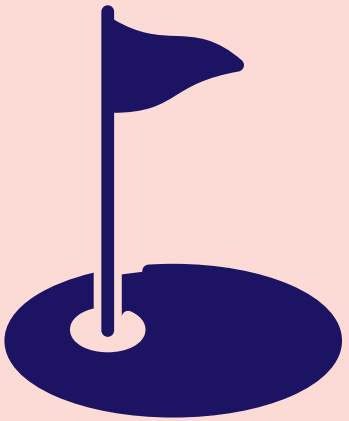


Moderate effort

- 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



If you need help getting started our friendly Fundraising Team are on hand to advise – email the team at

fundraising@helenandouglas.org.uk

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. Email our team at **fundraising@helenanddouglas.org.uk** and we'd be delighted to help.

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. You can also find useful help and advice on **fundraisingregulator.org.uk**

Health and safety

You are responsible for the safety and wellbeing of anyone who attends your activity. You may want to consider completing a risk assessment for your event to help mitigate any potential hazards to the public. 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**.

Manor Farm hosted a Farmyard Fun-Fest for Helen & Douglas House raising £150

Branding

We have provided a version of our logo and guidance on how to use it on our website for all personal and community group fundraising **hdh.org.uk/resources**

If you would like to fundraise as a business or company please speak to our Corporate Partnerships Team for guidance about using our brand **corporate@helenandogulas.org.uk**

Raffles

To hold a raffle you may need a licence from your local authority. We've got a special raffle guide to explain more which is available on our website **hdh.org.uk/resources**

Food and drink

If you are serving food and drink at your event, good hygiene is essential. Advice is available at **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.

Insurance

Helen & Douglas House does not accept any liability for your fundraising and therefore does not provide public liability or any other insurance. You should consider whether you need to organise your own, especially for a large event.

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 **hdh.org.uk/pay-in**

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. Having a fundraising page also lets donors Gift Aid their personal donations raising an amazing 25% extra. All you need to do is spread the word and share your page link with family and friends. Set yours up at **hdh.org.uk/justgiving**

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 **gov.uk**.

Thank you for your support

"Our world revolves around our son, Elliot, who lives with cerebral palsy and other health conditions. Caring for him is a 24/7 job with no off switch and that's why **Helen & Douglas House is our sanctuary**.

When Elliot is there for supportive stays, he's surrounded by skilled, loving staff and gets to enjoy activities we can't always manage at home like baking and arts and crafts. It's a place of joy, laughter and freedom for him.

For us, respite means rest, reconnection, and the strength to keep going. Without it, families like ours would face exhaustion and isolation. With it, we can keep giving our children our best.

We are deeply grateful to everyone who makes this care possible. You help keep families like ours strong and supported."

– Rachel, Mum of Elliot

Good luck!

Whenever you need us, we're here

Get in touch with us at:
fundraising@helenanddouglas.org.uk
01865 794749

Other ways to support

Find out more on our website

It costs £6 million a year to cover the costs of our care and we rely on the generosity of the public for 86% of our funding. Your support makes a **real difference to the lives of local families.** Thank you.

Donate. You can make a one-off donation or a regular gift to fund our amazing work.

Volunteer. You can volunteer at our hospice or in one of our shops and be part of our community.

Join an event. Check out our full calendar of events including family fun-runs, marathons, Christmas concerts or comedy nights.

Shop. Buy or donate preloved clothes, homewares, books and more in your local high-street and on eBay.

Leave a gift in your Will. After looking after your loved ones, you can leave a gift in your Will to help us plan for the future.

Play our Lottery. Enter our lottery for the chance to win in our weekly prize draw.

If you'd like to find out more contact:

✉ **fundraising@helenanddouglas.org.uk**

☎ **01865 799150**

Registered with FUNDRAISING REGULATOR

14a Magdalen Road, Oxford, OX4 1RW

Registered charity number 1085951

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