



# Fundraising Pack



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# About Winston's Wish

## Creating positive futures – Why your support is important to us

Winston's Wish is the leading childhood bereavement charity in the UK and the largest provider of services to bereaved families.

**Our vision** is a world where all bereaved children receive the support they need to achieve their full potential.

**Our mission** is to ensure the resilience of children confronted by the death of someone important to them by providing high quality services that meet their needs.

The Winston's Wish team of professional staff work directly with young people and families using specialist therapeutic techniques.

## Our services include:

- The National Helpline for anyone supporting a bereaved child, offering support, guidance and information by experienced clinicians 08452 03 04 05.
- An interactive website with many pages designed specially for young people [www.winstonswish.org.uk](http://www.winstonswish.org.uk)
- Group work with bereaved children and their families
  - Residential weekends are a mix of therapeutic and child-oriented activities aimed at building self-esteem and empowering these young people to live with their grief and re-build positive futures.
- Face to face work with bereaved children and their families.
- A wide range of publications and resources for both parents and carers.
- Tailor-made training for professionals including health service professionals and police family liaison officers.



Winston's Wish is a registered charity depending almost entirely on voluntary donations to fund our work and is committed to managing these funds wisely. Each year as we become more well known, the demand for our services grows and the need for funding increases. During the present year we will require **£1.7 million** to cover the cost of delivering our service.



# More about Winston's Wish

## Why your support is so important...

- The death of a parent or sibling is one of the most fundamental losses a child will ever face.
- Approximately one in 25 children and young people have experienced bereavement of a parent or sibling – that's about the same as one child in every school classroom in the country.
- Every 22 minutes a child in Britain is bereaved of a parent; over 24,000 children are bereaved of a parent each year in Britain.

## Every penny really does count:

- **£5** could fund a special memory box for a child attending one of our residential weekends – helping them to talk about the person who has died and keep their memories alive.
- **£15** could cover the cost of a 30 minute call to our helpline – providing invaluable advice and support to someone concerned about a bereaved child.
- **£500** could fund four face-to-face sessions for a child and their family with two of our specialist family practitioners – providing support to help deal with their loss.
- **£1,000** could enable us to deliver a training session to 20 professionals who in turn would work with and support many more bereaved children.

## Why our work must continue...

- If childhood grief is not dealt with appropriately it can have a lasting effect on the child's emotional well being and lead to a variety of short and long term problems.
- 41% of young offenders in one study had experienced bereavement <sup>1</sup>.

Thanks to the support of people like **YOU**, we were able to answer nearly 10,000 calls to our helpline and support over 500 children face-to-face, during the last year.

**We know from experience that the right support offered at the right time can have a life-changing impact on bereaved children and young people.**

**We can't change their past but we can help them face their future with hope.**

"The Winston's Wish residential weekend made such a difference to our lives in a positive way. My children and I wanted to say to thank you to them in a way that would help others too, so my children organised a non school uniform day at school, which was a great success"

**Nicky, Myles, Jessica and Charlie**



Anger wall activity at the residential weekend encourages children to express their emotions

1. Higgins, B (2001) *The Health Needs of Young People who Offend* Youth Justice Trust



# Getting started - Fundraising Ideas

Fundraising for Winston's Wish can be lots of fun. Here are just a few ideas you may want to consider:

## A

- Abseiling
- Aerobics Session
- Auctions

## B

- Bad Hair Day
- Baked Bean Bath
- Barn Dance
- Battle of the Bands
- Bike Ride
- Black Tie Ball
- Bring & Buy Sale

## C

- Cake Sales
- Car Boot Sale
- Carol Singing
- Car Wash
- Clay Pigeon Shooting
- Coffee Morning
- Collections

## D, E

- Dinner4Good
- Dinner Dance
- Disco
- Dog Walking
- Dress Down/Up Day
- Easter Egg Hunt
- Exhibitions

## F

- Face Painting
- Fancy Dress
- Fantasy Football League
- Fashion Show
- Fayre
- Fete
- Five-a-Side Football
- Fun Run

## G

- Garden Party
- Give As You Earn
- Golf Day
- Guess the Baby Picture
- Guess the Weight of the Jar
- Gym Challenge

## H

- Halloween Party
- Head, Beard or Leg Shave

## I

- Ink-Cartridge Recycling
- It's a Knockout

## J, K

- Jeans Day
- Jumble Sales
- Karaoke Competition

## L

- Ladies' Night
- Line Dancing

## M

- Marathon Running - *half or full*
- Murder Mystery evening

## N, O

- Name the Teddy Competition
- No E-mail Day
- Non-Uniform Day
- Odd job day

## P

- Pamper Day
- Parachute Jump
- Payroll Giving
- Picnic
- Plant Sale

## Q, R

- Quiz Night
- Race Night
- Raffle
- Rowing
- Rugby Match

## S

- Salsa Evening
- Slimming Club
- Sponsored Silence
- Sponsored Walk
- Sports Match
- 'Swear' Box
- Swimming

## T

- Talent Night
- Tennis/Pool Tournament
- Theme Evening
- Tombola
- Treasure Hunt
- Treks and Challenges

## U, V

- Unwanted Present Sale
- Used-Book Library
- Variety/Talent Show

## W

- Walk to Work (sponsored)
- Water Sports
- Wine Tasting Evening

## X, Y, Z

- Xmas Card Sale
- YoYo Competition



# Keep it Safe & Legal

As fundraisers we are regulated by law and as such have to follow certain procedures. If you do the same for your event everything should go smoothly. Please carefully read the following pages. Winston's Wish **does not accept liability** for any events run **in aid of** the charity.

## Insurance

If you organise an event that involves the public in any way, you will need to ensure that you are covered by public liability insurance. This can be purchased from most insurance companies. Please also check with the owners of your chosen venue since they may already be covered. If sub-contractors or facilities are used, such as portaloos and bouncy castles, please ensure that they have the requisite insurance cover. Please note that your event **will not** be covered by Winston's Wish's public liability insurance.

## Street Collections

To collect in the street, you will need a licence from the local council. Street collections permits go quickly so do apply early. To collect on private property, for example shopping centres and pubs, you must ask for permission from whoever owns it. Door-to-door collections (including pub-to-pub) also require a licence, which can also be obtained from the local council. You will also need to wear ID to show that you are collecting on behalf of Winston's Wish. Please contact Winston's Wish prior to organising a collection since we will be more than happy to send you supporting fundraising materials such as t-shirts and stickers. Collectors must be over the age of 16.

## Alcohol

If you are going to sell alcohol you or your venue must have a licence. You can obtain a temporary licence ("occasional permission") from the Licensing Justice at your local Magistrate's Court, but you need to give at least one month's notice.

## Food/Catering

There are various food hygiene procedures which you must follow if you plan to sell food. Further information can be obtained from your local authority environmental health department. Please also visit <http://www.food.gov.uk> for food safety laws guidelines.

## Things to remember:

1. Always ensure that children are safe.
2. If you are going to be carrying money take care with personal security and make sure there are at least two of you with the money at all times.
3. Assess the risks involved in your event and minimise or eradicate them.
4. If sub-contractors or facilities are being used, make sure that they have the right experience and insurance.
5. Contact your local police if you are planning to hold an event in a public place.
6. Remember that the Health and Safety Act applies to volunteers as well as employees.
7. Please consider First Aid and Fire Safety requirements – contact your local branch of St John's Ambulance and your local Fire Station.

# Lotteries, Gaming Law and Raffles

## Bingo

Section 41 of the Gaming Act 1968 (Bingo at entertainments not held for private gain) allows for bingo to be played for charitable purposes. Those participating may make only one payment in respect of bingo and that payment must not exceed £4.00. This single payment should cover the entrance or participation fee as well as the cost of purchasing bingo tickets. The total value of prizes paid out must not exceed £400 at any one entertainment. After the deduction of prize money and reasonable expenses, all surplus profits must be applied to purposes other than private gain. For further information please visit the Gambling Commission website [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

## Lotteries and Raffles

A lottery and raffle are one in the same, the definition is:- “a lottery is the distribution of prizes by chance, where a person taking part makes a payment or gives a consideration in return for obtaining their chance of a prize”.

- Lotteries are regulated under the Lotteries and Amusements Act 1976 and the Lotteries Regulations 1993.
- Lotteries are intended to be run to support good causes, they cannot be run for private or commercial gain.
- Tickets should not be bought or sold by young people under 16.
- A ticket cannot be sold solely by means of a machine.
- A ticket must be paid for before they are entered in a draw.
- £2 is the maximum permitted price of a ticket.
- Equal chance must be given – it is not permissible to offer discounts for multiple purchases of tickets e.g. not £1 per ticket or £5 for a strip of 6.

**The most straightforward types of lottery are small lotteries and private lotteries which do not require a license.**

There are different types of lotteries:

**Small lotteries:** as part of an “exempt entertainment” for example a fete, bazaar or sporting event – these are not required to be registered.

**Private lotteries:** A lottery limited to members of the same society, work place or premises – these are not required to be registered.

**Society lotteries:** Any other lottery that doesn't fall into the above categories will need to be registered with the local authority or, if it is envisaged that the total value of tickets to be put on sale will exceed £20,000 with the Gaming Board.

As Promoter of the Lottery you will be personally liable for its organisation and working within the required guidelines.

Under no circumstances should a lottery, which requires registration either by the local authority or the Gaming Board, be promoted until registration has been confirmed. Please visit the Institute of Fundraising website <http://www.institute-of-fundraising.org.uk/> or the Gaming Board website [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) for further information.

# Sponsorship – Raising the cash!

## Sponsorship Forms

A sponsorship form is enclosed within the 'Winston's Wish Forms' section of this pack, for you to use. You may photocopy this form as many times as you wish. You can also download the form from our website [www.winstonswish.org.uk/supportus](http://www.winstonswish.org.uk/supportus)



## Online Fundraising

Setting up a page on either JustGiving or Virgin Money Giving is a fantastic way to easily raise sponsorship. The online page enables friends, work colleagues and family members to sponsor you, wherever they live (even abroad!) without the hassle of you having to personally collect the sponsorship money after the event.

## Gift Aid

Using Gift Aid means that for every pound you give\*, we receive an additional 28p from the Inland Revenue, helping your donation go further. Charities can claim Gift Aid tax relief of 25p on every pound you give. HMRC will also be operating transitional provisions for Gift Aid donations made from 6 April 2008 until 5 April 2011, paying a Government supplement of 3p on every pound you give. This means that £100 can be turned into £128, at no extra cost. Imagine what a difference that could make, and it doesn't cost you a thing! All we need is the name, house number or name and postcode for each of your sponsors. Please visit the Inland Revenue website at [www.hmrc.gov.uk](http://www.hmrc.gov.uk)

We can even provide gift aid envelopes if you choose to nominate Winston's Wish to receive donations in lieu of birthday presents or wedding gifts.

## Remembering: You might like to raise funds in memory of a loved one...

The creation of a fund for Remembering in a loved one's name offers family, friends and work colleagues the opportunity to contribute to a continuing memory, acknowledging that person's life and the impact that they made, in a very personal way. All fundraising you do for Winston's Wish can be credited to your Remembering Fund, celebrating the lives of those we never forget. To find out more about how to set up a Remembering Fund please contact **Natalie Barrington in our Fundraising Team on 01242 515 157.**

\* Gift Aid is linked to basic rate tax. Basic rate tax is currently 20%, which allows charities to reclaim 25 pence on the pound.



# Other Ways to FUNdraise - Raising the cash!

There are other ways to raise money in aid of Winston's Wish:

## Match Giving from your Employers

Many companies offer a **match giving scheme** – matching what you raise for charity – often this is £1 for £1, sometimes it is up to a set limit. It is always worth asking your company as to whether they would support your fundraising in this way.

## Committed Giving

An increasingly popular method for supporting a chosen charity is via **payroll giving**. Why don't you invite your staff to give a small contribution each month from their pay? For every £1 that they give, it will only cost them 78p - the taxman will pay the difference!

## Personal Standing Order

You can make a regular gift to Winston's Wish by setting up a **standing order** from your bank account. The payment can be made monthly or annually at a time that is convenient to you. By making a regular gift our supporters help us to plan for the future and enable us to ensure we are able to support as many bereaved children and young people as possible. To set up your standing order simply visit our website and download the form.

## Charity of the Year

Lots of companies are discovering the fun and benefits of supporting a chosen charity. This can be a great way of motivating staff behind one objective, with a variety of team building, exciting and social activities. If you think your company may consider supporting Winston's Wish as their Charity of the Year, or even through a one-off event like a dress down day, please contact **Kate Acutt, our Corporate & Trusts Manager on 01242 515 157.**

# Other Ways to FUNdraise - Treks and Challenges

## Overseas Treks

If you are looking for a fantastic challenge, a real sense of achievement and to see the world, just take a look at [www.winstonswish.org.uk](http://www.winstonswish.org.uk) to view the fabulous range of overseas treks that Winston's Wish has to offer.

Winston's Wish works in conjunction with Charity Challenge and Discover Adventure to bring you, your friends and even your family once-in-a-lifetime opportunities. From climbing Kilimanjaro and trekking through the jungle in Thailand to White Water Rafting down the mighty Zambezi River in Africa - There is really something for everyone!



Lesley Slorach (left) took part in the Grand Canyon Challenge in aid of Winston's Wish. Not only did she make such a difference to Winston's Wish but she also stated that it was "one of the best experiences of my life and I have come home with new found friends and many happy memories of the event. I gained so much and hope that other families continue to gain from the work of Winston's Wish."



Tradeteam Gloucester (above) took part in the Three Peaks Challenge in aid of Winston's Wish.

## UK Challenges

We also work alongside Charity Challenge and Discover Adventure to organise our UK challenges. Why not try one of the energetic UK challenges such as the Three Peaks Challenge, Lands End to John O'Groats Cycle, White Water Rafting or Jurassic Coast Weekend? Alternatively, you may fancy an adrenalin rush, so why not try a Parachute Jump?!

If you would like further information about any of our challenges please visit [www.winstonswish.org.uk](http://www.winstonswish.org.uk) and take a look at some of the fantastic treks and challenges you can do.



Sally Jordan (left) took part in a Parachute Jump for her 40<sup>th</sup> birthday. She commented: "I was overwhelmed with the sheer brilliance of what I had just done - a lifelong ambition had been fulfilled and I had raised money for such a great cause."



# Requesting Donations

You may like to contact businesses in your area to ask them to donate prizes for your event. We have included an example of a letter that you can alter to suit your need. As you will see the letter includes details for verification in case any of your recipients feel the need to contact us.

## Example Request Letter

Dear Joe,

We (or the name of your group) are holding a (name of event) on (date) in order to raise money in aid of Winston's Wish and would be delighted if you could help us to raise as much as possible by (donating a raffle prize, tombola goods, printing our advertising flyers or programmes lending....., the list is endless but be as specific as possible! i.e is it a bottle tombola or children's tombola?)

### **Every 22 minutes a child in Britain is bereaved of a parent**

Winston's Wish is a national charity that provides support, guidance and information to bereaved children and their families through the Helpline (08452 03 04 05) direct services, a range of publications, an interactive Website ([www.winstonswish.org.uk](http://www.winstonswish.org.uk)) and other resources.

Winston's Wish needs to raise over £1.7 million each year to continue and extend it's work, helping children, young people and their families come to terms with bereavement.

If you would like to verify our connection with Winston's Wish, please telephone the Fundraising Team on 01242 515 157.

Please help us to raise as much money as possible for such a good cause. I (we) can be contacted on (tel/address). Thank you for your help.

Best wishes,

Joe Bloggs



# Event Details

## Advertising

As well as advertising in the local press, experience has shown us that personal invitations to family, friends and neighbours are the best ways of advertising. Other avenues we use are posters on boards in community halls, supermarkets, newsagents, libraries, doctors, dentists and fish & chip shops - basically anywhere that people have to wait and have time to read notices!

Another idea is to do a leaflet drop in the neighbourhood where the event will be held in the week or so preceding the date of your event.

## Winston's Wish Branding

By law, our charity registration numbers: (England and Wales) 1061359, (Scotland) SC041140, must appear on all posters and advertisements that mention the charity. The use of the **Winston's Wish logo** needs to have prior approval, please contact the fundraising team on 01242 515 157 for an electronic copy. All fundraising materials must make it clear that you are fundraising 'in aid of' Winston's Wish.

Winston's Wish is a Registered Charity  
(England and Wales) 1061359, (Scotland) SC041140

© Winston's Wish



Hilton Puckrup Hall Hotel held an Around the World in a Day event in aid of Winston's Wish



Winston's Wish Annual Golf Day held in aid of Winston's Wish

# THANK YOU AND GOOD LUCK!!



**THANK YOU** once again for choosing to support the work of Winston's Wish. If you would like any further information or support please just ask and we will be happy to help.

*Natalie Barrington*

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