

YOUR GUIDE TO FUNDRAISING



www.tchc.org.uk
0114 321 2470

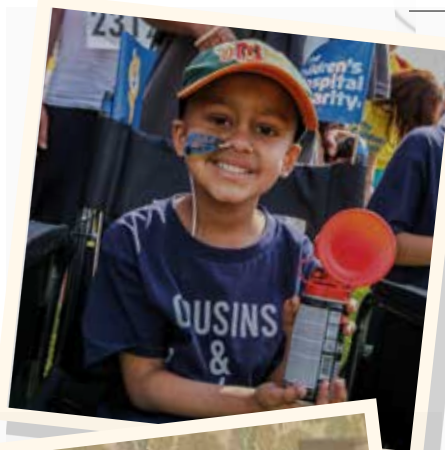
The
Children's
Hospital
Charity.

Thank you for raising money for Sheffield Children's

Welcome to Team Theo

Team Theo is made up of individuals, businesses, community groups, volunteers and everyone who raises money for The Children's Hospital Charity, helping to make Sheffield Children's Hospital even better!

Sheffield Children's is an extraordinary place which has always depended on charitable support. Thanks to you, we are able to make Sheffield Children's even better for our patients and families.



How your money helps

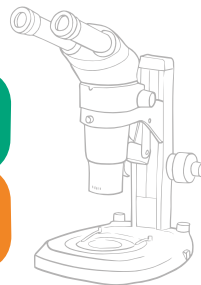
Your donations fund four key areas:

Specialist medical equipment

New facilities to extend the range of treatment provided

Research into the prevention and cure of childhood illnesses

Improvements to the hospital environment



Every penny you raise makes a difference to patients and their families. Here are a few examples of where your money goes:



VCreate Ward 1 £5,508

This secure video messaging technology keeps families connected and allows nursing teams to share photo and video updates of children with their families when they can't all be with the child.

Baby blankets PCCU £200

Babies on ICU need to spend time in a thermal warming system and the nursing team use blankets that can fit inside these units to keep the babies nice and warm.



Retention tape for nasogastric tubes Ward 6 £85

Patients on Ward 6 often have nasogastric tubes in place for long periods of time. Retention tape for the tubes in child friendly designs and patterns helps to alleviate any anxiety they may have about their appearance.

Calm kits and sensory equipment Ward 3 £2,228

Our calm kits contain toys and aids for distraction. This equipment helps patients with mental health problems, additional sensory needs and those who are anxious.



You work hard raising the money, so we work hard to make your donations go further!



Getting started

We want you to raise as much money as you can and have a great time doing it, so here is your guide to how we can help you every step of the way.

Fundraising materials

Don't forget to let us know if you require any fundraising materials such as;

Balloons

Charity t-shirts

A running or sports t-shirt

Hand waving flags

Posters and leaflets

Money boxes or collection tins

Sponsored events

Whether you're taking on a marathon or challenging yourself to a sponsored silence have a think about;

Using sponsor forms to collect or raise money, including any eligible Gift Aid.

Creating an online donations page e.g. JustGiving.

Creating a training plan.

Telling everyone what you are doing!

Organising an event

If you are organising an event, have a think about;

The date - is this a one-off or regular event?

The venue - when is it available and for what capacity?

Who are you inviting?

Planning and promoting your event.

How are you going to collect the donations?

Set yourself a target

Have a think about how much you want to raise and make this your target. Maybe you could ask your sponsors for an extra £1 or two if it will help you reach your total.





How to boost your fundraising

No matter what you decide to do, there are lots of different ways we can help give your fundraising a boost.

Create an online fundraising page

We recommend setting up a JustGiving page to help you collect donations online. Donations made directly to your page come straight to us, so you don't need to worry about chasing anyone for their sponsor money. We have a JustGiving guide that we can send to you on request for more guidance.

Here are a few tips:

- Make it personal and write about why you are taking on your challenge
- Add a photo
- Add updates to your page as you are going along
- Email the link to friends, family and colleagues
- Send your page link to your colleagues on payday

Gift Aid

Gift Aid is a great way to increase your fundraising. If your supporters are UK tax payers then we can claim an extra 25p back from the government for every £1 they donate.

Facebook Fundraising

Using Facebook, you can now create a fundraising post where you ask friends and family to donate to your cause. Just search 'Sheffield Children's Hospital and Charity' when you are looking for the charity to support and away you go.

Fundraising pack

We can send you sponsorship forms in the post or by email. Please make sure your sponsors complete the date and amount donated on your sponsorship form otherwise we can't claim Gift Aid.

Company support

Some companies may give a one-off donation to get the ball rolling and others may operate a matched giving scheme, to increase your fundraising. Ask your HR department if your employer offers any of these initiatives.

Other ways you can get your company and colleagues involved are:

- Use your internal email system, newsletter or notice board to let your colleagues know what you are doing.
- Ask if you can approach your company's suppliers for a donation. Your company may be a valued client for suppliers such as stationers, printers, photocopier companies, as well as those specific to your business.
- Consider approaching a company to sponsor your event – you get extra funds and they get the benefit of positive publicity.

The money you raise changes lives like Oliver's

M meet Oliver! Oliver was diagnosed with a rare form of Leukaemia in April 2018.

As a result, Oliver began intensive treatment on the Cancer and Leukaemia ward at Sheffield Children's, which included more than three years of chemotherapy.

Since then, a fundraising effort in his honour has raised more than £25,000 to help transform the ward that saved his life.

Thanks to the care he received at Sheffield Children's, Oliver was able to ring the bell to celebrate the end of his treatment in a special ceremony for family and friends at Weston Park Museum, across the road from Sheffield Children's.

Sometimes, while you're fundraising, the journey will be hard. You might need to put in just a few more miles or bake just a few more cakes. When this happens remember that every penny you raise will help make it better for patients like Oliver.



Here are some of our fabulous fundraisers



BAKING IT BETTER!

Florence held a cake sale in her garden raising money for children who might need help at Sheffield Children's, after receiving care herself several times. **25 people** bought cakes from Florence on the day of her cake sale, but she wasn't surprised because everyone loves cake!

WALKING

86-year-old Marcel walked 10 miles a day for 10 days to celebrate the 10 decades he had lived through. His brilliant effort raised **£8,200** for the hospital that treated his son more than 50 years ago. How brilliant is that?



FUNDRAISING AT WORK

Our brilliant partners at Galaxy Insulation have been fundraising for our hospital in many creative ways. They have joined in our Pyjama Day, offered payroll giving, added our logo to their logos and have even had staff members climb Kilimanjaro. So far they have raised **£6,900!**

ACTIVE CHALLENGES

Sue Clensy, a health visitor from Sheffield Children's, took on our Three Peaks Challenge in her spare time to support the hospital. Along with her friends, Sue took on the **25-mile** trek to represent the challenges faced by the NHS during the COVID-19 pandemic. Completing it was their way of saying thank you to everyone who went the extra mile during the pandemic.



Shout about it!



What you are doing is amazing and we want you to tell everyone! Whatever you are doing, here are a few ideas to publicise your fundraising efforts.

Promote your event

Ask everyone you know to come along and help spread the word.

Publicity

Generating publicity for your event is a great way to spread the word and boost donations. Why not draft a press release and pitch your story to the press, even if you have never done it before!

Here are a few tips:

- Think ahead and plan your publicity.
- Announce the date. Contact your local radio station, newspaper or TV station and tell them the date of your event.
- Take pictures of your activity on the day and use them for a story after the event.

Newsletter

Does your company have a newsletter that could feature your story? You won't know until you ask!

Posters

Share your fundraising news and drum up support by personalising one of our charity posters. You will find these in your fundraising pack or you can request them at any time.

One of the most powerful ways to promote your activity is word of mouth. Make sure you tell absolutely everyone!

Social media

Add your challenge to your Twitter, Instagram, or even LinkedIn.

Post pictures at every step of your fundraising journey as supporters will often give at every milestone!

Don't forget to tag us in your tweets @SheffChildrens and use #TeamTheo so we can follow your progress.





The serious bit

When raising money there are a few things which need to be adhered to for legal reasons. Please register your activity to let us know what you are planning. We can then send you an authorisation letter if you need it.

Insurance

We unfortunately don't have third party insurance. Therefore if you need insurance for your event you will need to apply for this yourself.

Collecting

Please do not collect money door to door – this is illegal without a licence from your local authority and is not a mode of fundraising our charity employs. If you are planning a street collection, you will need to contact the council for a licence to collect in public areas.

Logo

Please get in touch if you would like to add our logo to your event branding.

In support of

**The
Children's
Hospital
Charity***

Registered Charity No. 505002

Young people

If children are helping at your event or you are taking pictures of them, please get parental permission beforehand. Anyone collecting money on your behalf must be aged 16 or over.

Licences

If you are organising an event with any form of entertainment that involves two or more people performing or dancing, you will need a Public Entertainment Licence. Some venues already have this, so check when planning. There are also different licences for raffles and lotteries which need to be applied for through the council. You can find more information on what licenses are needed for raffles and lotteries by visiting the Gambling Commission website.

Privacy policy

The Children's Hospital Charity is committed to keeping your information private and secure which is why we will never share your data. For more information on our privacy policy and how we handle your information please visit www.tchc.org.uk/privacy

Fundraising checklist

- Date chosen
- Signed up online with TCHC
- Fundraising materials collected from the charity office or received in the post
- Opted in to receive e-mails
- Sent your donations in or dropped them off at our office

Contact us

Our fundraising team are on hand to help with anything you need. Please don't hesitate to contact us or pop in.



Find us here

The Children's Hospital Charity
Sheffield Children's Hospital
Western Bank, Sheffield S10 2TH

Opening hours

Please check our website for the latest opening hours!

Social media

-  @SheffChildrens
-  Sheffield Children's Hospital and Charity
-  thechildrenshospitalcharity
-  The Children's Hospital Charity

Contact us

support@tchc.org.uk

for general queries

events@tchc.org.uk

for our events team

fundraising@tchc.org.uk

for fundraising queries

communications@tchc.org.uk

to tell us your story

Tel: 0114 321 2470

www.tchc.org.uk

Sending in your money



Once you have collected all your sponsorship and donations we need to give you a big thank you, so please let us know how much you have raised.

Ways to send us your generous donations

Visit the hospital office and drop off any money in person.

Send a cheque in the post, payable to 'The Children's Hospital Charity' stating your name, address and how you raised the money.

Make an online payment via our website which we can link to your account. Don't forget to leave us a comment letting us know what you got up to!

Call us on 0114 321 2470 and we can take payment over the phone via a credit or debit card.

Make a BACS transfer with a reference which we can link to your account.

Use the platform JustGiving, and your money comes straight to us.

We also accept Charity Aid Foundation vouchers and postal orders.

If you have a paying in slip, complete this with your donation.

Please be patient with us... when we receive cash and change from collection tins and events it sometimes takes a bit of time to count it all up. We'll always let you know your total raised as soon as we can.

GIFT AID

Don't forget about Gift Aid! Please make sure all the columns, boxes and spaces on your sponsorship forms or envelopes are completed. This is so we can collect an additional 25p of tax on every £1 given, if your supporter is a UK taxpayer.

Thank you for changing childrens' lives

