

together  
for short  
lives 

Let's jump, climb,  
run, walk and cycle  
together for short lives



@Tog4Events

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## Welcome to the team

Together for Short Lives is the leading UK charity that speaks out for all children and young people who are expected to have short lives. Together with everyone who provides care and support to these children and families, we are here to help them have as fulfilling lives as possible and the very best care at the end of life. We can't change the diagnosis, but we can help children and families make the most of their time together.

**Thank you** so much for deciding to fundraise for Together for Short Lives, we're always amazed and impressed by the lengths you'll go to in support of families facing the toughest of challenges.

Whatever you plan to do, from running and trekking challenges to head shaving and cake sales we are so grateful for your support.

## Enjoy and good luck!



### Important information

Please read our [Fundraising Terms and Conditions](#) and if you're organising any type of fundraising event you'll need to read our [Safe and Legal](#) document.

If you've requested collection tins please also read our [collection tin guide](#).



# Dougie's story

Together for Short Lives raises essential funds for children's hospice services across the UK, helping them to continue to provide vital, free support. Read on to hear about Dougie's story.

Vital respite and short break care has been life-changing for Dougie, Beth and Antony



**“We were told it was unlikely that he would live. We had such a huge mix of feelings. We were, and still are, so happy and proud of Dougie for being so strong and achieving so much, but there was always a sadness and real fear of the unknown.”**

Dougie has an undiagnosed neurological condition. His parents Beth and Antony were first told there might be complications with Dougie when Beth was 33 weeks' pregnant. Once he was born they found out that those complications were neurological, though not enough was known for Dougie to be diagnosed.

## Getting respite support

Dougie was referred to Bluebell Wood Children's Hospice at eight-months-old after being in hospital on a high dependency unit. Beth and Antony had no idea about the services provided by the hospice, and the respite support available to them. Once they knew about the care on offer, there were some pivotal moments in store for the family.

## Swimming for the first time

Beth describes the first time Dougie went swimming as one particular moment she'll never forget: “Dougie was able to swim for the first time in the spa at Bluebell Wood. We were always told that you can't take a child with a tracheostomy swimming, but the staff at Bluebell Wood never say never, so they helped us do it safely.”

**“It was incredible, you could see that he immediately relaxed and felt happy. It was a very special moment for us.”**

## Going back to work

“Another important moment that really sticks in my mind was when I realised I would be able to go back to work, thanks to Bluebell Wood's support. When we were told that Dougie had a limited life expectancy I never thought I'd get back to my job. But incredibly, it happened, and it's been life-changing. Bluebell Wood did that for me.

I now get to have time to myself for work, while Dougie gets to have access to the hospice and to nursery, which he loves. Having all of that makes the time we have together as a family more special than ever.”



**“We still have hard times, of course, but knowing we can come to Bluebell Wood and just relax and sleep while Dougie is being taken care of is so important to us. Without the hospice, we couldn't live the way we do now. We'd be lost.”**

## Time to relax and sleep

Beth and Antony have yet to get a diagnosis for Dougie, but they're confident that everything that can be done is being done, and a large part of that is down to Bluebell Wood.

# Maximise your sponsorship...

## Giving pages

The easiest way to fundraise is to set up an online giving page with [justgiving.com](https://www.justgiving.com), then just send your page link to friends, family and colleagues.

### Tips

- Set up your giving page as soon as you know what you're going to be doing - you'll raise more!
- Make sure you add photos and a story about why you're doing it for us, and keep your page updated.
- Make sure your first sponsor is generous – others will follow!
- Share your giving page far and wide. Don't just stick to close friends and family, include; suppliers, former colleagues, school and uni friends or members of any clubs you're involved with.
- Add your giving page link to your email signature.
- Be persistent, many people will fully intend to support you, but everyday life gets in the way. They'll need reminding so ask and keep asking!



## Offline sponsorship

You can still fundraise using [sponsor forms](#) or collections. If you're planning on collecting at events or supermarkets etc. and have requested collection cans or buckets from us please read our [collection tin guide](#). Find out how to pay in your money on the next page.

## Supersize your donations!

### Matched giving

Lots of companies have a matched giving policy, why not ask your employer if they'll match the total or up to a certain amount fundraised. This is a great way to boost your total!

### Gift Aid

If every donation you receive includes 'Gift Aid', an extra 25% is added to the total donation we receive. So for every £100 you raise, we receive an additional £25 in Gift Aid.

On your giving page this is done automatically, but if you're collecting cash or cheques just ask your sponsors to read the statement on the [sponsor form](#) and tick the Gift Aid box if they agree.

You need to ensure that your sponsors have provided their full name, home address and postcode. This is purely for the purpose of qualifying for Gift Aid and we will not contact the individuals.

# ...maximise your sponsorship continued

## Social media tips

- Update your sponsors on your progress on your Facebook and Twitter accounts, you can also thank your sponsors this way too, it'll help spread the word.
- Go to [bitly.com](http://bitly.com) to create a shorter url before using it on Twitter.
- Use images on your posts, these will get more attention.
- As you have with your giving page, include the story about why you are doing it for us on social media too, make it entertaining and interesting.
- Follow us on Twitter **@Tog4Events** and you'll see what other participants are getting up to, we'll also re-tweet you if you include us in your tweet.
- You can also keep up to date with how your fundraising makes a difference to the lives of children who may not live to reach adulthood and their families via our Facebook page [facebook.com/togetherforshortlives](https://facebook.com/togetherforshortlives)

## Paying your money in

Sponsorship on your giving page is paid automatically to us. Offline sponsorship can be paid in to your bank and then you can make a donation to your giving page. This way your total shows up in one place. You can also pay by the ways detailed below.

Internet banking: account number 21234698, sort code 56-00-05

Or pay your money directly into our account using the details above, by going into a branch of Natwest.

Please email me at [zoe.thelwall@togetherforshortlives.org.uk](mailto:zoe.thelwall@togetherforshortlives.org.uk) to let me know the date and amount you have paid in if you pay by the above two methods.

You can also send a cheque made payable to Together for Short Lives, posted to the address on the back of this guide. Remember to write your full name and the event you took part in on the back of the cheque.

Or pay over the phone by calling 0117 989 7838.

**Happy hour fundraiser.** If you know a local bar well, ask them if they will donate half of the price of all drinks bought during one specific hour per week. Collection tins can also be left in any type of business local to you as long as the owner is happy for you to do this.

**Empty pockets.** Collect your small change for a week and put it towards your fundraising target.

**Matched fundraising.** Ask the organisation you work for to match a portion or all of your total fundraising. Many larger companies offer this anyway, so don't be afraid to ask.



**Everyone loves cake.** Make a cake and sell slices to friends, family or colleagues. Ask friends to get involved too. Maybe your partner could host one at their workplace or your children could host one at school?

**Get Smartie!** Give tubes of Smarties to colleagues and friends as a gift, and ask them to fill the empty tube with £1 coins, you can fit £27 in one tube!

**Caption clever?** Find a funny photo and ask friends to pay a small donation and think of an amusing caption. The best one wins a small prize.



# Fundraising ideas for busy people



**Sshh!** Ask people to sponsor you for being quiet for the day – can you manage it?

**Potty mouth!** Put a swear box in your office or home and charge a penalty for every naughty word.

**Guess my finish time.** Ask people to place £5 (or more) estimates on your race time. Whoever gets closest to the time gets a prize.

**Get your mates involved.** If time is a problem then ask friends or family to help you raise money. Four friends raising £50 each is a great start.

**Hold a pub quiz.** Put up posters, set up a Facebook group so people can invite their friends and offer a prize to the winning team. Put a collection tin on the bar too. You can download our quiz questions from the website.



**Make cash from clutter.** Why not hold a car boot or garage sale with your unwanted items?

**Have your mates over.** Throw a party or dinner and charge people for entry.

**Yes day challenge.** This is particularly fun at work, especially if you can get your boss involved! Basically you say yes to everything in exchange for donations. Imagine the possibilities!

**Raffle off a hamper.** Put together a hamper, and pick someone's name from a hat.

## Raising a little bit more

**A close shave...** a sponsored wax or a head shave - are you brave enough?

**Styled by your children.** Get sponsored to turn up to work in outfits chosen by your children every day for a week.



**Car wash.** If your workplace has its own car park, how about roping in a couple of extra hands and doing a charity car wash for a morning.

**Non-uniform day.** Ask your children's school to hold a non-uniform/fancy dress day, each child pays £1 to take part.



**Fancy dress at work day.** Ask people to wear a specific colour or theme for fancy dress and pay a donation to take part - this is great if there are a lot of staff. Our brand colour is purple so you could have a purple day.

**Bag it up.** Ask your local supermarket if you can pack customers shopping and ask for a donation.



## Frequently asked questions

### Is gift aid included in the total I raise?

I'm afraid not, if you're taking one of our charity places in an event it will say this on your form. It's because we can't rely on gift aid and so can't include it in your sponsorship target.

### I'd like to talk about Together for Short Lives at the launch of my event or to my sponsors - how can I do this?

Have a look at our info-graphics on the next page, you can share these facts with everyone. We also have a short film which communicates the needs of families when they hear the news of their child's diagnosis. This film could be used at a fundraising event to remind people who their sponsorship will help.

[togetherforshortlives.org.uk/families/having\\_a\\_baby\\_animation](http://togetherforshortlives.org.uk/families/having_a_baby_animation)

### Can I get a collection tin, bucket and an authorisation letter to enable me to approach businesses for sponsorship or raffle prizes?

Yes, just get in touch with us and we'll be able to provide you with these, although it'd be amazing if you could send them back when you've finished with them.

### Will you be able to share my event details and/or giving page link on social media?

Yes, we have an events twitter handle - [@Tog4Events](https://twitter.com/Tog4Events) please feel free to follow us and include our handle in any of your tweets and we'll re-tweet you to help you spread the word.

### Can I send a press release to the media about my event?

It's best to contact your local paper rather than a national one, if your story is local and different it might well get picked up. Go to [media.info/uk](http://media.info/uk) for lists of media contacts. Remember to include a paragraph about Together for Short Lives. Or you could start a blog, remember to send us the link to it if you do.

# Facts to share with your sponsors

Together for Short Lives is the leading UK charity for children's palliative care

Where we work:



We're here for the **49,000** children and young people up to the age of 18 in the UK living with a **life-threatening or life-limiting** condition

For the 49,000 children and young people with a life-limiting or life-threatening condition the impact is enormous...

**Doing the maths:  
How many people are affected?**

49,000 children and young people +  
100,000 parents +  
50,000 siblings +  
200,000 wider family

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That's **399,000\***

Enough to fill every hospital bed in the UK almost three times over!

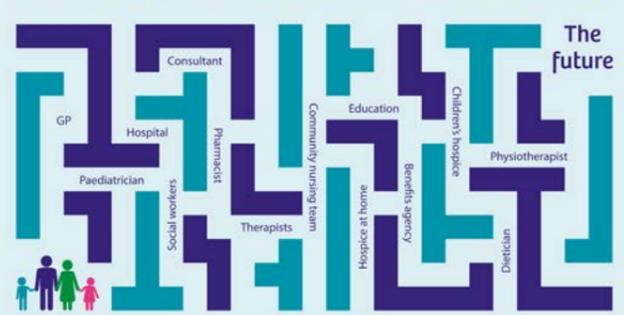


\* Estimated figure.

When a child is diagnosed their family's whole world is turned upside down – many don't know where to go for care and support



Many families struggle to get the care and support they need – it's like a maze



**The future**

Our work helps to ensure that children and young people have as fulfilling lives as possible and the best care at the end of life



# Emma's London 10km

Amount raised: £816 with dad

Had you ever done the challenge before?

I'd never taken part in a challenge similar to this before, but had run much shorter distances as the 200m runner at high school.

What made you want to do the challenge?

I thought it would be a good challenge to kick start my fundraising campaign for the Miss Teen Great Britain competition as (Together for Short Lives) is this year's chosen charity. I even managed to persuade my Dad to run it with me!

How much exercise on average do you do per week?

I aim to do some form of exercise every day as I like to keep fit. I am a Ballroom and Latin dancer but am having a break from competing at the moment.

How did you feel the training went in the run up to the event?

Training went well; building up the distance I was running gradually to increase my strength and stamina. In total, over a period of 3 months, we ran just under 20 training runs.

How did you feel about fundraising?

I really enjoyed fundraising and my Dad and I set ourselves the ambitious target of raising £600 between us. We were so proud to have beaten this target and raised over £800!

Before the event how did you feel? (Nervous, excited, proud...)

I was very nervous as we approached Green Park and heard that there were over 12,000 runners! Standing on the Mall with a sea of heads in front of me and the magnificent view of Buckingham Palace behind me made me feel very excited and proud to be taking part in such a prestigious event in our capital city.

How did the event go?

I felt that the event went better than expected and the atmosphere was amazing! We were wearing charity t-shirts with our names on and the crowd were cheering us on and encouraging me to beat my Dad! The support from the crowd definitely added to the overall experience which was already incredible as it's not often that you get to run in the streets of London past so many iconic sights.



What was your overall feeling when you finished?

I was so relieved to cross the line and very proud to have ran the whole way! We finished in a time much faster than expected with our official time being 1hour 10 minutes and 12 seconds.

When you look back on the event now how do you feel and why?

Running 10km was a huge achievement for me and a motivating factor was knowing that with every step I was raising money for such a great cause. I feel incredibly proud and a huge sense of accomplishment.



Emma with her dad Rob

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Twitter: @Tog4Events



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