## let's get fundraising to help make a short life a full life



the hospice for children in Wales yr hosbis i blant yng Nghymru

Tŷ Hafan dads stop to pose on Cadair Idris during their epic 5in55 Challenge

### thank you for fundraising for tŷ hafan

Whatever you choose to do, we hope you find this pack useful and full of inspiration. We'd love to hear your plans, so if you have any questions please get in touch.

1.	fundraise for families like harleys	4	C
2.	why we do what we do	6	
3.	the impact of your support	7	
4.	keeping you safe (dos and don'ts)	8	
5.	gift-aid it	10	
6.	ten steps to fundraising success	11	
7.	fundraising ideas	14	
8.	fundraise your way	17	
9.	order your event materials and get going!	20	
10.	after your event is finished	22	
11.	other ways to support tŷ hafan after your fundraising is finished	23	
12.	feedback, complaints and family friday	24	
	thank you / diolch	25	

## Contents

Thank you for making a **short life** a **full life** 

### 1. fundraise for families like harleys

Harley, a "cheeky chops" seven-year-old from Llanelli, is definitely one of a kind. He had his first operation on a cystic lung when he was still inside his mum Becca's tummy and at two days old, he had open surgery to remove most of his left lung. A week later his other lung collapsed and doctors found a hole in his heart. He has lived his whole life with multiple health issues from having to be tube fed to severe seizures and developmental delay.

Harley has a number of genetic abnormalities and has been diagnosed with adenylosuccinase deficiency (ADSL), with symptoms including autistic behaviours, epilepsy, feeding difficulties, hyper mobility and hypotonia (low muscle tone).

ADSL is a progressive disorder and Harley's condition has developed over time. But while he is at high risk of sudden death through epilepsy, Becca was never sure that they were eligible for support from  $T\hat{y}$  Hafan. However, it was another  $T\hat{y}$  Hafan parent she knew who suggested that they come to see us, especially as symptom management is provided at the hospice.

Becca and Harley came for their first visit in summer 2020 amid all the chaos of the Covid-19 pandemic. They had been on the waiting list for local respite and were at a crossroads with carers as they needed to shield. With nobody able to babysit, the whole family was at breaking point.

"When I look at him, I wonder how long we will have you for, but I don't want that fear to rob us of today."

IN MULTING

Visiting Tŷ Hafan meant that Becca could stay with Harley (she wasn't ready to leave him with others yet) but would have the assistance of the nurses and care teams. It also meant that, for five nights, Harley was observed, allowing staff to see exactly how he was faring under his medications and routines.

Becca said: "I never thought  $T\hat{y}$  Hafan was right for us because I thought it was for end of life only and that wasn't us. But when we went to the hospice to stay, it gave the doctors a chance to see what they were dealing with and it helped us get the referral we needed.

"All the staff were amazing. I wasn't ready to leave Harley, I'm still not, so I stayed with him the whole time, but I saw other children and was amazed at how the staff were with the kids. I've never met such nice people. The one time I left him was to go for a shower for an hour. I've never done that before, but I felt able to as I knew he was being looked after.

"He is incredibly shy, but Harley is very funny, a typical boy. He loves to play Roblox and on his X-Box, they are his favourites, but he won't go to bed without giving Elmo a kiss every night. He loves lights. We try to go to Blackpool every year to see the lights there, but we couldn't this time because of Covid. He loves trams and buses, arcades with the sounds and colours.

"When we go for walks, he gives us a running commentary. He's so observant and will spot all the NHS rainbows and point each and every one out. Same with dogs and other animals, he loves to tell us about the things he spots. "We have good and bad days. He loves to sing and dance. But it's been really hard for us all. He can be quite violent towards us and now he is getting bigger, it can be quite hard, even for my husband.

"Bailey, Harley's sister, is four now and she is great with him. She absolutely doesn't get enough credit for what she does for him and what she has to deal with. It's so hard to spend quality time with just her as Harley needs so much attention.

"I've done quite a lot of fundraising locally for the special school, as well as local care homes and community causes, but I want to take part in the Tŷ Hafan lottery, Crackerjackpot. There are lots of ways to support the charity, even in a pandemic, and when I saw what government funding Tŷ Hafan had, I realised how important fundraising is to them. They help our family so I like to be able to give back when I can."

#### Read Harley's full story here

Tŷ Hafan takes its support to wherever it is needed: at home, at school or in hospital. We do this completely free of charge for families in Wales that need us. Your help means we can continue to be there for families like Harleys, so they can make the most of the precious time they have together.



**Our vision** – We want to see a Wales where all children who may die in childhood live a fulfilling family life.

**Our mission** – We will do our part by offering a high standard of free care to children in Wales who may die in childhood in order to enrich their quality of life and support their families during life, at end-of-life and through bereavement.

Contact our fundraising team: suportercare@tyhafan.org / 029 2053 2255



## the impact of your support 3.

Tŷ Hafan is only possible thanks to incredible supporters like you. Seriously...give yourself a high five! So....how will the money you raise help to ensure a short life is a full life for life-limited children in Wales?

Our hospice alone is an enormous financial undertaking – utility bills, food staples, housekeeping, maintenance, and of course, our around the clock care and medical teams. To run our hospice and deliver our broad community programmes, we need to raise around  $\pm 10$  million each year. Because we're not part of the health service, we receive less than 6% in statutory funding towards this figure, that's why your support means so much to us. Here's how your funds can help:

- £25 pays for an hour of emotional support from a family support worker, helping families deal with the daily challenges they face.
- £50 pays for **an hour of music therapy** giving children the chance to make lasting memories together.
- **£231** could pay for **a specially trained nurse** to care for a child throughout the night allowing mum and dad to get some much needed rest.
- £458 pays for arts and crafts for children to use in our play therapy sessions for a whole year.
- £1,000 pays for a whole month of telephone support for our families.

What do we mean by life-limited? Life-limited conditions are conditions where there is no reasonable hope of cure; and from which children or young people will die before reaching adulthood.

## 4. keeping you safe (dos and don'ts)

We want your fundraising to be loads of fun, but we also want you to be safe and stay within the law. Here are a few things you need to know and remember if you're unsure about anything then our Supporter Care team are on hand to help by calling **029 2053 2255** (9:00am-5:00pm Monday to Friday).

#### Charity number and branding

Please ensure our registered charity number (1047912) appears on all posters and advertisements and always use our 'in supporting logo' (available via our website) on any fundraising materials If you have a poster you would like us to add to our website then please send it to the team, we love to see our supporters' get creative.

#### Lotteries and raffles

The laws surrounding lotteries and raffles can sometimes be a little confusing. Make sure you check the latest information and advice at **gamblingcommission.gov.uk**. If your raffle lasts longer than 24 hours you will need a lottery licence and printed tickets, which must have certain details on them. Please contact our Supporter Care team for help with this.

#### Food and alcohol

If you are providing food, you need to follow the simple guidelines for preparing, handling and cooking food set out by the Food Standards Agency. Visit <u>www.food.gov.uk</u> for more details. If you have asked a caterer to come to the event you must ensure they provide you with a copy of their food hygiene certificate and public liability insurance.

Check if your event venue is licensed to sell alcohol or contact your local council for more information on obtaining a Temporary Event Notice (TEN). A <u>licence may be required</u> if you are selling alcohol or offering it as a prize.

#### Health and safety / insurance

Ensure you have adequate first aid cover available for your event – take advice from a voluntary first aid organisation such as St. John Ambulance when deciding the type of cover you need. Another useful contact will be your local council. Some things to consider will be: location and type of event, size of audience, proximity of medical facilities and the duration and timing of the event. If your event involves the public you will need public liability insurance. Your venue may already have the insurance you need so remember to check with them and if you are using suppliers or contractors you should obtain a copy of their risk assessment and public liability insurance.

#### **Public collections**

If you want to raise money in a public place, you need to obtain permission to do so from your local council. If you want to hold a collection on private land such as a shopping centre or supermarket then you will need permission from the owners. We can provide you with collection tins/buckets if you need them or we have branded stickers/seals for you to apply to your own buckets. Please note collections can only be done by people aged 16 or over.

#### Data protection

Only keep information you need, keep it safe and do not share it. Please delete any personal data no longer needed once your fundraising is complete.

#### Under 18s

If you are under 18, your parents/guardian are responsible for you – please show them this pack and make sure they are happy with what you've chosen to do.



5. giftaid it

#### Increase your sponsorship by 25% at no extra cost to you or us

Gift Aid is a scheme which means charities can claim an **extra 25p for every £1 donated** by UK tax payers. It really is free money and did you know that charities lose up to £750 million every year in unclaimed gift aid? To help avoid this, please make sure your UK tax-paying donors tick the Gift Aid box on the sponsor form. They must also include their full name and home address including postcode. We can't claim if they don't.

"To see her smile is the most precious thing and she smiles all the time when she's at Ty Hafan"

Contact our fundraising team: suportercare@tyhafan.org / 029 2053 2255

### ten steps to fundraising success



We want your fundraising experience to be well....fun! Here are our top 10 tips to ensure fundraising success.

- 1. Go for gold! Set yourself an ambitious but realistic fundraising target. If you're unsure, give us a call!
- 2. Make a plan and call in some favours Map out your fundraising into a simple plan / to do list and rope in friends and family to help.
- 3. Speak to the team We love hearing from our fundraisers and finding out some of the amazing (and often crazy) things you have planned. Our Supporter Care team are on hand to offer guidance throughout your fundraising journey and can provide you with some Tŷ Hafan branded materials to make your event or activity a stand out success. They can also show you around our hospice in Sully for you to see first hand the difference your support is making (why not bring a friend or family member with you?)

#### 4. Set up an Online Giving page

• Setting up an online giving page such as JustGiving or Virgin Money Giving means you can reach out to family and friends wherever they are in the world. Both platforms are safe and secure and send donations straight to Tŷ Hafan on your behalf. Make sure you personalise your page with photos and regular updates as research shows doing this helps raise an average of 30% more. It also means that those people who have sponsored you can see how you're progressing against your target and may even be inspired to give more at a later date.

• **Fundraising via Facebook** – Please let us know if you decide to use Facebook for your fundraising as it does get a little tricky for us to attribute the donations back to you.

#### 5. Spread the word

You're doing a wonderful thing so shout it from the rooftops or if your scared of heights like me then we recommend the following:

• Spread the word on social media and create a Facebook event to invite people to. They say the best time to post on Facebook is Wednesdays at 11am and 1pm and posts on Sundays have the least engagement. Spread your posts out and always say thank you. Remember, lots of posts can put people off.

- Pop it in your email signature and include a link to your online giving page. Ask your employer to promote via internal newsletter or intranet.
- Need help with a press release? Then give us a call.
- Contact us for branded posters for you to display in local businesses out and about in the community. Are there any local community groups in your area who could share the event for you?

#### 6. Speak to your employer about matched funding

 Ask your employer if they offer a matched funding scheme as some will match what you raise pound for pound. A good place to start is with your HR department. If they don't have a scheme in place then they may still give you a donation, you don't know until you ask!

#### 7. Collect as you go

• It's much easier to collect sponsorship as you go along rather than having to chase it at the end. Remember you can add an offline amount to your online giving page and send in any donations to us as you go along, we'll keep a running total for you too.

#### 8. Stay positive and hang in there

 Don't be too disheartened if your fundraising doesn't go to plan at first. Stay positive and hang in there. They say you have to ask three times before a person will remember to donate. In most cases, people tend to simply forget so a gentle reminder can go a long way.

#### 9. Tŷ Hafan – Facts and Figures

• Let your supporters know the difference their donation will make to Tŷ Hafan. Feel free to share the price points from section 5 and why not head to our YouTube channel where you can share some fantastic content from staff, children and their families.

#### 10. Never forget the difference you're making

• Theodore Roosevelt once said "Believe you can... and you're halfway there" By fundraising for Tŷ Hafan, you're part of a much larger community all helping to make a real difference to life-limited children in Wales. Thank you so much for your support and remember we are always on hand to help you achieve your goal.

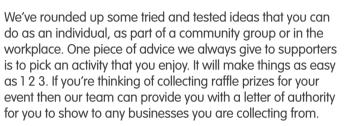
"It's all about the moments, the smiles and the little cuddles"

HYSTHERAMST

#### fundraise for tŷ hafan



## fundraising ideas **7**.



#### As an Individual

- Hold a coffee morning or afternoon tea with friends.
- Organise a quiz at home or in your local community centre and charge a fee per team. Include a raffle and sell some snacks to increase what you raise on the night.
- Take part in a sponsored challenge like a run, walk, skydive, head shave, leg wax or dry January (the possibilities are pretty endless).
- Into gaming? Then you could stream a gaming event / marathon via Twitch through platforms such as JustGiving or Give Penny. Find out more here.
- Hold a music event from 80s disco to Broadway classics, you can have loads of fun with this one.

#### Community

- Raise money through a community clothes swap and be eco-friendly at the same time. Charge a small fee per stall and ask every stall holder to donate 50% of their takings to your fundraising.
- At the car wash recruit some friends and family, don your waterproofs and get car washing. Charge at least £5 per car and wash the funds come in.
- Bag packing a tried and tested way of raising funds in your local supermarket. Speak to the store manager or community champion if they have one.
- Get in touch with local groups such as Rotary, WI, Round Table, and various faith groups. You could offer to do a talk about Tŷ Hafan at one of their meetings in return for a donation.
- Hold a bucket collection at big sporting events like the Rugby Six Nations but remember you'll need a permit from your local council.

#### Workplace

- Dress down / up day. An office classic. Why not try both in exchange for a donation from staff.
- Leg waxing get your male colleagues to brave the shave in return for sponsorship.
- Baby picture competition Ask your colleagues to bring in a picture of when they were a baby and each

person donates £3 to enter and you guess who is who

- Hold a bake off charge for entry and sell the cakes to your colleague with a prize for the winner.
- Hold a talent competition Do your colleagues have any hidden talents? Run a competition to find out and donate the ticket sales to Tŷ Hafan.
- Organise a black tie dinner and invite all your supplier networks and make a real night of it.

#### Would your employer like to build a longer term partnership with Tŷ Hafan? Here are a few ways they could help:

- Take our collection boxes for your reception area
- Ask us about Payroll Giving
- Volunteer in a number of roles
- Get a team together to take part in one of our events
- Support your local TŷHafan shop by donating pre-loved clothes or goods
- Sign up to our Crackerjackpot lottery

#### fundraise for tŷ hafan





### fundraise your way



Handcrafted by Tŷ Hafan offers unique and creative ways of interacting and supporting our children and their families. We can offer opportunities in volunteering, fundraising, wellbeing and team building. Through donations of fabric, wood, old jewellery etc, we support you to create quality handmade gifts that can be used to generate income.

Here are just a few ways you can get involved;

- Volunteer your time and learn new skills
- Set up your own craft group with our help, craft-selldonate
- Source and donate craft supplies to Tŷ Hafan
- Invite Handcrafted by Tŷ Hafan to your workplace or event
- Book a wellbeing craft workshop for your friends, colleagues or group
- Arrange a team building workshop for your colleagues

Some kind words about Handcrafted:

"Another lovely day spent in the craft room. Always a pleasure to come in."

"We all had a fantastic day. As a bereaved mum, I still feel very much a part of Tŷ Hafan and look forward to the next time."

"Thanks so much for making me feel useful and part of a group. I really enjoyed the afternoon."

"Really enjoyed it. Really therapeutic. Gave me time to relax and feel like I was contributing. Long may it continue."

"Great Concept. Love the therapeutic aspect as well as the opportunity it presents to meet other Tŷ Hafan volunteers and staff! Many thanks!"

#### Fundraising in the community

Are you a member of a club or association? You may be part of a sporting club, a scout or guide group, a Rotary club or maybe a choir? Why not choose Tŷ Hafan to raise much needed funds and support life-limiting children in Wales. 95% of all income raised is through the generosity of our supporters.

Here are just a few examples of recent fundraising that may inspire you:

- An ice-skating club unable to skate decided to donate club fees to Tŷ Hafan
- An amateur football club ran 1,000km, played football for 1,000 minutes and raised £1,000
- A ladies' football club ran, walked and cycled 26 miles every week in January
- Charity of the year for a Lions club who adopted us as charity of the year and raised £1,000
- A group of teachers from Carmarthen held a Castle to Castle cycling challenge

#### What your community fundraising can help pay for

- £3,000 could pay for a bereaved sibling residential break at Dare Valley for two days
- £3,000 could fund at least ten parent/carers to have a course of six counselling sessions
- £5,000 would fund 100 hours of music therapy for our children and families.
- £5,228 could give a family a whole weekend of short break care at our hospice. This includes accommodation, food drink and 24-hour specialised nursing care
- £12,271 could Pay4aDay (pay for a whole day's running costs for Tŷ Hafan)



Contact our fundraising team: suportercare@tyhafan.org / 029 2053 2255

#### Charity of the Year

Our corporate partners are more than just financial supporters, they are an integral part of the  $T\hat{y}$  Hafan family. They play a vital role in ensuring that we have the funds to take care of children with life-limiting conditions and their families by supporting our nurses, our day to day running costs as well as unique projects to ensure the financial stability of the hospice.

We work in partnership with businesses to deliver exciting fundraising initiatives, events, helping them fulfil their corporate social responsibility requirements, as well as build a fun charity engagement and fulfilling culture in the work environment.

Our corporate partners enjoy the following benefits with  $T\hat{y}$  Hafan:



- Alignment of corporate brand with the country's most recognised Welsh charity, whose brand, mission and values are supported and trusted by the people of Wales.
- Tangible and philanthropic investment opportunities to drive cause-related investment in the hospice, which can be promoted to the national and regional stakeholders market in which you operate.
- Access to a comprehensive **staff charity events and fundraising engagement programme** to help raise awareness of and support your corporate CSR programme and culture.
- Opportunity to be presented with an engraved 'apple' or 'leaf' on our 'Gift Tree' at Tŷ Hafan as way of reward and recognition for your support.

#### **Events**

Taking part in an event is a great way to fundraise for T $\hat{y}$  Hafan, as well as setting you, your family, friends or colleagues an exciting challenge. Whether it's one of our own or a third-party event like the Cardiff Half Marathon, the Barry Island 10k or a skydive, whatever your choice, we can support you when you choose to fundraise for T $\hat{y}$  Hafan.

We can supply you with top tips and material to help your fundraising. So, feel free to get in touch or visit our website for more information. Our fundraising team are here to support you, whatever you choose to do.



To help give your event some extra Tŷ Hafan sparkle, we have a range of materials for you to order. Just choose from the list opposite, decide on the quantities you need and email your order to **supportercare@tyhafan.org**. Alternatively, you can call us on **029 2053 2255**.

Please remember to include your name, address and event details when you order and give us as much notice as you can. We kindly ask that you return any left over materials we could potentially use again, helping us reduce costs and waste.

- Posters to advertise your event max 10
- Fold up collection boxes max 5
- Sheet of stickers max 5 sheets
- Balloons max 10
- Branded banners max 2
- Tỹ Hafan t-shirts (free when raising £100 or more or available for £7 each)



Use our checklist below to help get your event off the ground	
Decide what kind of event you're going to hold or take part in and contact our Supporter Care team to let them know.	
Set a target amount of how much you would like to raise	
Set up your online sponsorship page at: <a href="http://www.justgiving.com/tyhafan">www.justgiving.com/tyhafan</a> or	
Take a look at the list above and order your materials	
If you're including a raffle or auction at your event, ask local businesses to donate prizes and don't forget to ask us for a letter of authority.	
Hold your event and have an amazing time	
Send in your money (see next section ) and don't forget to Gift Aid it! It adds 25% additional income to your donation	

Thank you for making a short life a full life

"My hand print will always be there on the wall so the younger generation can see that I was here and I had fun!"



#### How to pay in your sponsorship

With your event done and dusted it's time to pay in your sponsorship so we can put it straight towards delivering our around the clock care for families in Wales. Here's a few ways you can pay it in:

- Over the phone by calling 029 2053 2255 and speaking to a member of our Supporter Care team
- Via our website by visiting: www.tyhafan.org/paying-in-money-raised.
- By visiting one of your local Tŷ Hafan shops (www.tyhafan.org/find-your-local-shop). Please let one of our volunteers or staff members know that you have been doing some fundraising for us and they will be able to issue you with a receipt.
- Via our **head office** which is open Monday to Fridays between 9:00am and 5:00pm except for bank holidays and major holidays.

- Direct to bank using the following details account number: 01475932 / sort code: 40-16-18. Please put your name as a reference and let us know you're making the transfer by emailing us at supportercare@tyhafan.org.
- By post please make cheques payable to 'Tŷ Hafan' and send to The Supporter Care Team, Tŷ Hafan, Hayes Road, Sully, CF64 5XX (Remember to include any sponsorship forms for us to claim the gift aid, see section 7. Please don't send any cash to us in the post.

Remember, any sponsorship collected via **JustGiving** or **Virgin Money Giving** will come straight to Tŷ Hafan.

\* Once we've received all of your sponsorship, the team will send you a thank you letter in the post (or via email if you prefer).

### other ways to support tŷ hafan after your fundraising is finished

There's a whole host of exciting ways to stay engaged with Tŷ Hafan that doesn't necessarily involve fundraising. Take a look at the options below and as always let the team know if you have any questions or want to find out more. Our website is also a handy tool for further information about all of the below (www.tyhafan.org)

- Volunteer whether it's in your local Tŷ Hafan shop, in our head office, at an event or through taking part in our Handcrafted Project, we have lots of opportunities to volunteer at Tŷ Hafan.
- Donate your pre-loved clothes to your local Tŷ Hafan shop – our shops rely heavily on public donations and would be so grateful to receive these.
- easyfundraising turns your everyday shopping with some of the biggest retailers into donations for Tŷ Hafan. Visit <u>www.easyfundraising.org.uk</u> to register and get started.
- Follow us on social media If you're into using social media then you can follow us across all the usual platforms such as Facebook, Twitter, Instagram, LinkedIn, and Flickr. Please help us spread the word

about our work to new audiences giving us a like, comment and a share.

- Set up a 'Friends of Tŷ Hafan' group within your local community (please contact us to let us know if you would like to do this so we support you throughout the year).
- Consider setting up a **regular monthly gift** or playing our **Crackerjackpot Lottery**.
- Contact us to request a **collection box** for your workplace



# 1. feedback, complaints and family friday

#### Feedback

We're always looking to improve how we support our amazing fundraisers; after all, you're a big part of the Tŷ Hafan family. If you have any suggestions about ways we could improve how we support other fundraisers like you and how this pack could be improved then please email supportercare@tyhafan.org.

#### **Complaints**

Tŷ Hafan is committed to providing high quality services and continuously aims to improve them. However, we recognise that there may be times when our services may not live up to expectations. To view our complaints policy please visit **tyhafan.org/contact-us** and please email details of your complaint to **complaints@tyhafan.org**. Tŷ Hafan is registered with the Fundraising Regulator and adhere to the Fundraising Code of Practice and follow all best practice guidelines, please visit **www.fundraisingregulator.org.uk/ code** for more information.

#### **Family Friday**

If you've already had a good look around our website or follow us on social media then you may have seen our weekly blog called #familyfriday. We're always on the look out for inspiring stories from our supporters to share with the world. Fancy being featured? Then please send your story (300 words max) and some accompanying pictures that you're happy for us to use to <u>sarah.roberts@tyhafan.org</u>.





A final note to say thank you for all that you do for  $T\hat{\boldsymbol{y}}$  Hafan.

Your support means so much to all our staff, children and their families. Thank you for being you, and for helping to make a short life a full life.

Thank you for caring.



the hospice for children in Wales yr hosbis i blant yng Nghymru

### Tỹ Hafan, Hayes Road, Sully CF64 5XX 029 2053 2202 | www.tyhafan.org



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