

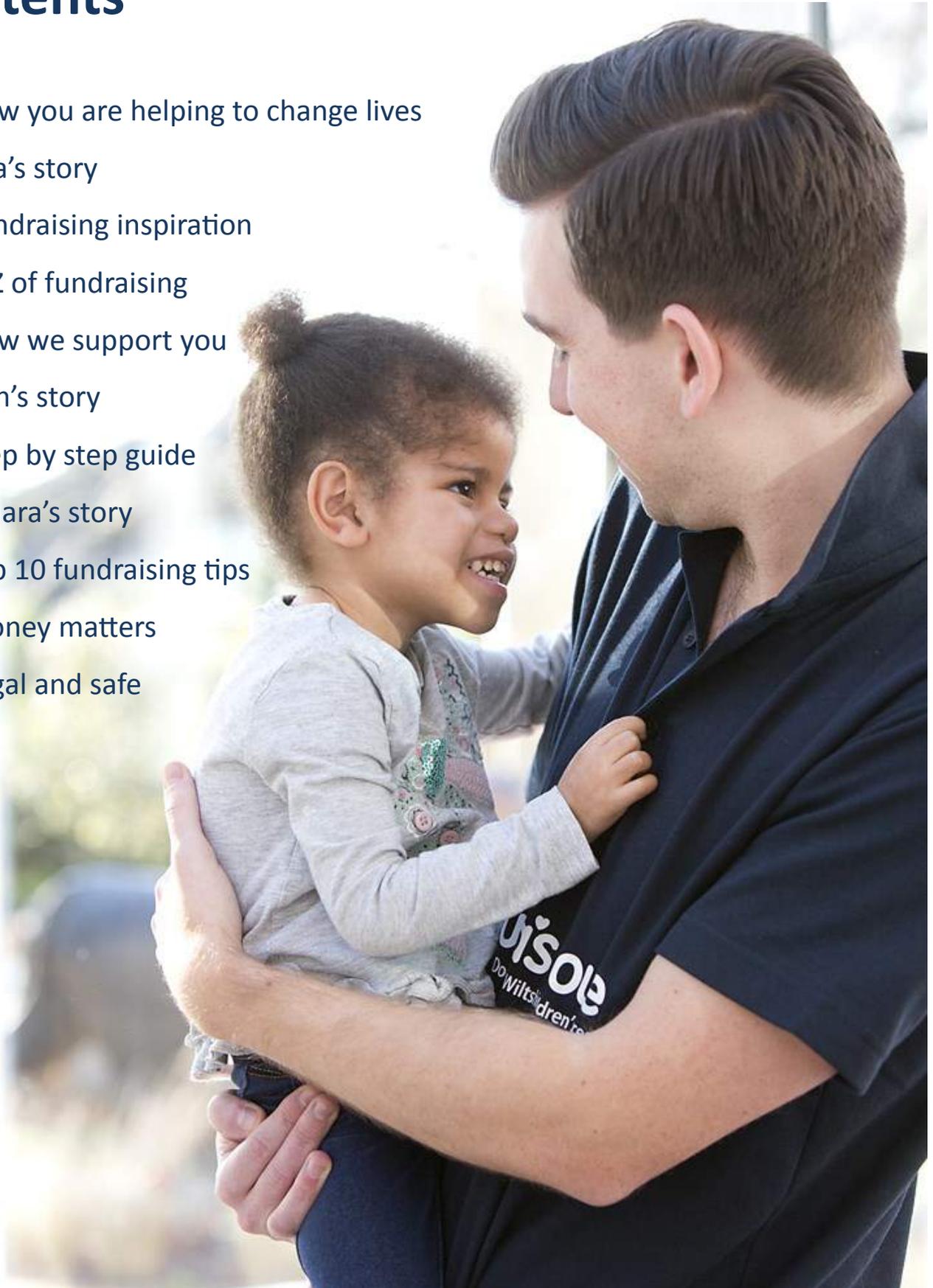


Fundraising Pack



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How you are helping to change lives



Thank you for thinking of us!

Caring for life-limited children and giving their mums and dads a well-earned break is at the heart of everything we do at Julia's House. Offering frequent, regular respite is, quite simply, a life-saver for families under extraordinary pressure.

Having a very sick child is something that can happen to anyone – and when it does, it is absolutely devastating. Imagine being told your child has a very serious illness or a condition for which there is no cure. On top of that devastating news, no-one can tell you how long your child will live, only that they will need constant round-the-clock care. Under this pressure many families fall apart.

Julia's House is there for families, year-round and in a crisis.

We care for children at our hospice in Corfe Mullen but also throughout Dorset and Wiltshire in families' own homes – we take the care wherever it is needed. We are also building a dedicated hospice in Devizes, at the heart of Wiltshire, enabling us to reach even more families across both counties.

Julia's House is with families for the whole journey - our neonatal specialist helps mums and dads of new babies plus we offer a transitions service, supporting and advising families of older children as they reach 18 and pass into adult care.

We are also there when the worst happens - at the end of a child's life.

Respite care is not all we offer - many people don't realise how far our family support extends. Our service takes a holistic approach to respite - we offer practical help, but we also provide emotional support, too.

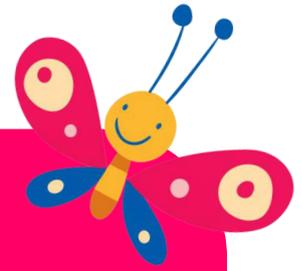
Our care doesn't stop with the child. We wrap our arms around the whole family: mums, dads, grandparents, and siblings; because having a life-limited child impacts on everyone.

But just as families rely on Julia's House for support, we, in turn, rely on public support to raise the funds needed to maintain this vital free service.

With just five per cent of our funding coming from the government, we are almost entirely dependent on fundraising and donations. Quite simply, without the generosity of people like you, Julia's House would not exist and families struggling to cope with a very sick child would have nowhere to turn.

By fundraising for Julia's House you are enabling us to throw out a lifeline to these families.

Please do something amazing this year.



£30 could provide a nurse or carer with a community care kit to use when providing care at home.

£60 could help us to provide vital respite for a family at their home, giving time and helping them to cope with the physical and emotional stress of living with a child with a life-limiting condition.

£120 could enable a child to have a morning at the hospice with our specialist care team.

£500 could fund an additional 24 hours of emergency care for a family in crisis.

£1,100 could pay for a fun-filled six-hour play session at the hospice for up to eight toddlers and young children.



Ava's Story



Six-year-old Ava has a cystic hygroma, an abnormal growth on her face that obstructs her airway and means she needs a tracheostomy. A cold or any sort of infection can severely restrict her breathing and be life-threatening.

Ava has been supported by Julia's House since she was a baby. Although she has enjoyed visits to the hospice, to get there she has to travel with a Julia's House carer in the back of the car to help with suctioning and sometimes oxygen. As a result, most of her care is home-based.

Mum Michelle used to work for a charity supporting sick children:

"You never think it is going to happen to you. Yet it can happen to anyone, and when it does, it is devastating."

She and her husband have their hands full looking after Ava and her twin brother, George. They are permanently exhausted. Winters can be particularly hard because Ava is prone to every bug going. The slightest cold can have a dramatic effect.

"I don't wrap Ava in cotton wool, but that said I am really careful about where I take her. If I hear anyone so much as sneeze when we are out, I wheel Ava in the opposite direction. When your child is getting through 15 litres of oxygen and struggling to breath it is terrifying."

Ava is very close to her carers:

"They share such tender moments, it melts your heart. They are the most caring, loving people and Ava adores them. The relationship they have with her is so special it actually makes me want to cry sometimes when I witness it. Julia's House brings such joy to her life."



While Ava is enjoying these sessions, Michelle is usually catching up on mundane tasks such as buying a pint of milk or paying bills:

"I once just sat in the car and soaked up the peace and tranquillity. It is moments like this that give me the strength, mentally and physically, to face every day - and what's yet to come."

"I try not to waste energy worrying about the future. We take every day – every minute sometimes – as it comes. I try to think of Ava, of what she's going through. She didn't ask to be born, she didn't ask to suffer. We have to remember that."

"There are no words to describe what Julia's House means to us. We feel humbled that such a wonderful organisation – a charity that has to raise pretty much all of its money – supports us in such a special way."



Fundraising inspiration



Fundraising with family and friends.

A chance to spend some quality time together doing something good.

Pamper evening: organise an evening of beauty pampering and sheer indulgence. Think face masks, chocolate, nail painting and pyjamas. Ask for a collecting can for people to donate easily.

Time for Tea: pick up a Time for Tea fundraising pack from any Julia's House shop or email timefortea@juliashouse.org. Whether it's an Earl Grey or a Long Island, get your closest ones round and raise some money. Don't forget to send us the pictures!

Grow something: grab a pot each and ask for donations to take part. Plant anything from sunflowers to tomatoes and have a produce sale when they are grown.

Go on an adventure: get sponsored to go trekking with a group of your closest friends and take the chance to go somewhere new and see the wonderful outdoors. Join our **Hospice to Hospice Cycle** and cover 124km between Corfe Mullen and Devizes.

Throw a party: host a ball or a party and charge for tickets. Hold a raffle and watch the donations roll in whilst you have a fab time!

Movie night: host a movie marathon of your friends' favourites, get the popcorn and goodies in and ask for donations as they arrive.



Fundraising with a Friends' Group

Become a fundraiser as a member of one of our many **Friends' Groups**. These groups are made up of volunteers who work alongside their local community to give Julia's House an increased profile and presence in their area.

Our Friends' Groups build relationships, support and host events, give talks, distribute collection boxes and generally have fun while doing something very worthwhile!



Fundraising with colleagues.

Fundraising at work is easier than you think; people will do anything for a good cause.

Office Olympics: borrow an exercise bike or rowing machine and have an office team relay race, or get together two teams to play rounders after work.

No snacks: get everyone to ditch snacks for the day, saving their waistline and also some money – what they would have spent they can donate instead.

Cake sale: or do the very opposite and make the snacks for the office to purchase!

Auction a service: whether it's you or a talented colleague, sell a service whether it be guitar lessons, ironing, gardening, dog walking – you can auction anything!

Dress-down day: ask your colleagues to donate if they wish to take part in wearing whatever they like for the day.



Fundraising at school, college or university.

Get as many people involved as possible and remember to spread the word about what Julia's House is and does.

Red Spotty day: our Playmaker is known to our families as the 'Red Spotty Lady' due to the red spotty bag she carries all her toys in for her play sessions. Wear something red and spotty for the day and donate to Julia's House!

X Factor: sell tickets to an X Factor style show where pupils perform their best talent and invite friends and family.

Ultimate dodgeball: a fun and active way to get teams involved in a competitive game. Charge for teams to enter to raise funds for Julia's House.

Bag pack: ask a local supermarket if you can pack customers shopping for them whilst collecting money for Julia's House.

It's simple and easy



A-Z of Fundraising



A

Aerobics - get your gym to sponsor you
Abseil
Auction of promises

B

Bake sale
Bowling night
Bad shirt/tie day
Bag pack

C

Collection
Car boot sale
Come Dine With Me
Car wash

D

Disco
Dress up/down day
Donut eating contest
Dog show

E

eBay – auction a spring clean
Everest – fancy a walk?

F

Friends' Group
Football competition
Fashion show

G

Gigs
Give something up

H

Head shave
Holiday raffle – for a day off work
Hospice to Hospice Cycle

I

International night – hold a country-themed evening

J

Joke-a-thon

K

Karaoke competition

L

Left handed day
Ladies that lunch
Lottery

M

Matched giving
Murder mystery night



New Year's resolution

O

Open day – visit the hospice
Office Olympics
Online sponsorship

P

Parties – create your own event
Pet's got talent
Pamper night
Payroll giving

Q

Quiz night
Quiet – sponsored silence

R

Raffles
Read-a-thon
Race night
Red spotty playday

T

Sponge the boss
Sponsored spin
Sell a service – e.g. ironing, gardening
Superhero day

U

Use your imagination
Unwanted presents sale
Uniform-free day

V

Vehicle rally
Valentine's event
Virtual challenge

W

Wax on, wax off – who's got a high pain threshold?
Walking club

X

Xmas party
Xmas cards
X-Factor

Y

Yoga-a-thon
Yes day – say yes to everything

Z

Zumbathon
Zzzz, you'll need a well-deserved nap after all that fundraising!



How we support you



Resources

We are happy to provide you with the following to help you on your fundraising journey.

- T-shirts
- Posters
- Sponsorship forms
- Balloons
- Stickers
- Running vests
- Collecting cans
- Stories, pictures and awareness
- Newsletters and information leaflets



It doesn't cost you a penny, we just ask that, if possible, you return the t-shirts to us after use (nice and clean please!) and the collecting cans, and make sure you don't order more resources than you need.

Remember, with any fundraising you do, please take lots of pictures and send them in to us. You can also tweet us on Twitter and tag us on Facebook, keeping us up to date with how it's all going!

Benefits

We encourage businesses and community groups to promote your association with us. We will add your business or community group to our roll of honour on our website which lists companies that support us on a regular basis. We will also produce a thank you message on our website.

We are happy for you to promote your support by using our supporting logo on your promotional or fundraising material. This will let your local community know about how you are supporting us.

Ben's Story



To most people, Sarah's life is about as far away from normal as it gets. Mum to Ben - who has complex medical needs - and his little brother Jack, her life is like a rollercoaster ride.

Looking after a sick child like Ben is physically and emotionally exhausting and leaves little time or energy for Sarah to juggle the rest of the demands of family life.

Julia's House has played a big part in helping Sarah step off that rollercoaster and get a little more balance into her life, by supporting her with care sessions for Ben, 6.

Ben was born with a very rare chromosomal abnormality which has left him with feeding and breathing difficulties, heart defects, developmental delay, slow growth and poor hearing.

"Julia's House carers come to our home for weekend sits and evening bath sits, which is brilliant. They are lovely and fill me with confidence. I don't have to travel to the hospice at all – which is just as well because I don't drive."

"Getting time back for me and for Jack feels amazing. We have one-to-one time, go out or even just do the shopping; going round the supermarket without having to cart all the paraphernalia that Ben needs is great."



Sarah has also been enjoying some very special me-time, with Julia's House complementary therapy treatments:

"People just don't realise all the little extra things that Julia's House do for families."



"Julia's House hasn't just given me some respite, it has given Ben some, too. We both get the chance to enjoy time to ourselves which helps to make our time together even more special."



Step by step guide to fundraising



1. First of all, decide if you want to take part in an existing Julia's House event or challenge, or if you want to organise your own event in aid of Julia's House.

2. Register your event online at www.juliashouse.org/get-involved/events or contact your fundraising office (see back page for contact details) to let us know about your event, to register to volunteer, or to sign up for one of our existing events. You will then receive acknowledgement of your event and further advice or information if required.



3. Once you have had confirmation from us, spread the word! Publicise, post on social media, start asking for sponsorship, set up an online giving page and ask your employers if they do matched funding.

OR

4. Julia's House organised event: If you are taking part in a Julia's House organised event, we will be in touch regularly with tips, fundraising materials, instructions and guidance for the event itself and advice in the run up to the event.

4. Your own organised event: if you choose to organise your own event, we can support you with various fundraising materials and advice.
If you don't need anything from us, just let us know and we will follow up with you after your event!

5. Once you have finished, if you didn't raise money through online giving pages such as Just Giving, Virgin Money Giving, or BT MyDonate you can bank the money you raised in various ways.

Bank transfer - to Julia's House, sort-code 20-11-39, account number 93640124.

Cheque - payable to Julia's House, posted to our head office at Julia's House, Barclays House, 1 Wimborne Road, Poole, BH15 2BB.

Cash - preferably in our sealed collecting cans or buckets, can be taken to one of our charity shops or to our head office. See <https://juliashouse.org/get-involved/our-shops> to find your nearest shop.

We will then get in touch to confirm how much you have raised and give you feedback on your event.

Chiara's Story



“When you're in crisis and there isn't a hospice on your doorstep, you desperately need someone to come out to you, to support you.”

Mum Paola turned to Julia's House for help when her four-year-old daughter Chiara came home to spend the last few weeks of her life with her family. She was dying from a brain tumor.

“Coming out of a medical environment you have to have strong sense of courage to be at home with a very sick child. We had some help from outside, but we felt pretty much on our own.”

Paola was offered support from a new Wiltshire service – Julia's House. She could have help at home with Chiara to give her a break.

At first she was unsure about leaving Chiara:

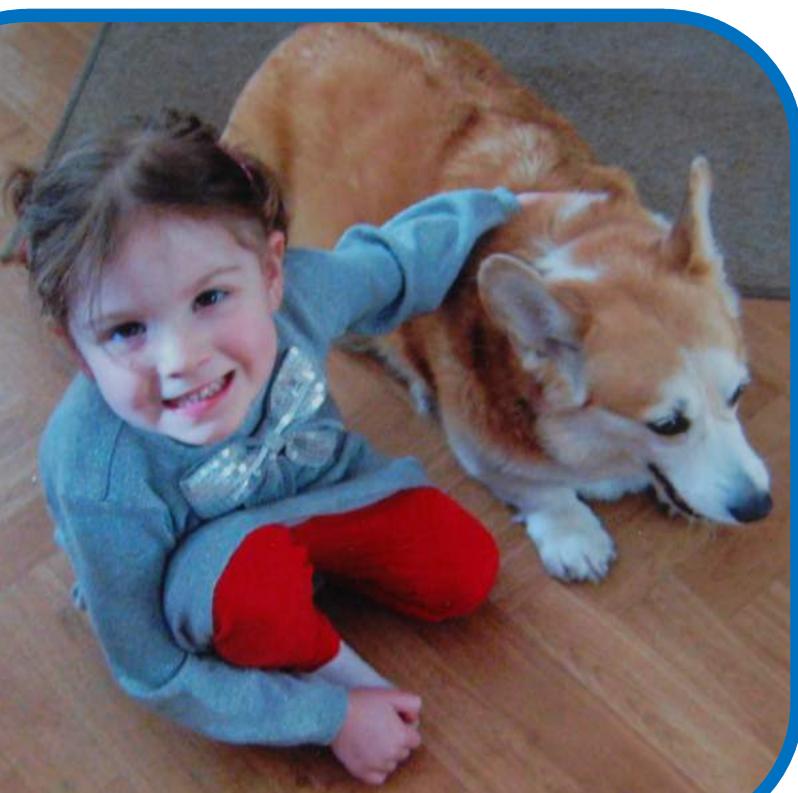
“But the nurses were so wonderful with her. They loved her and it showed. While I was away they played hide and seek with her, actually played with her – can you imagine that? Chiara had an amazing afternoon.

“I could not believe it. I had done nothing with her all this time, just sat with her. It was then that I realized that getting help from Julia's House wasn't just about me being able to do something I wanted, it was about Chiara being able to do something she wanted. It was respite for her.



“Chiara would get excited when they came to visit. I can't tell you how magical that was, to see Chiara so poorly, yet laughing and having such fun. It was like that every time they visited. There was always something special for her, something she would be able to join in with.

“I felt so confident after that. I could not have left her with anyone else. I can honestly say Julia's House transformed our experience of having Chiara at home. They became part of our family.”



“Having people look at your life from a different perspective – and not only that, but to look at the whole family's needs is what marks Julia's House out. These aren't just nursing skills on offer, they are human skills. This is the benchmark for what all care should be like.

“The nurses continue to support us and I feel I can talk to them at any time. Our family has been on a journey with Chiara and Julia's House has been a special part of that journey.”

Top 10 Fundraising Tips



1. Start **planning** early so you have plenty of time to organise your event and get everything together ahead of schedule.
2. **Timing** is everything – make sure you don't pick a date when there is another big event happening so as many people can help as possible.
3. **Keep it simple**; the best fundraising is sometimes the simplest. Be realistic and don't dream too big. Organisation is also key to staying on top of things.
4. Add **pictures** and tell a story on your fundraising page. 1 in 3 people with a picture on their fundraising page raise almost a third more on average than those without.
5. At Julia's House we have **open days** at our hospice. Come along and see behind the scenes; it will make what you're doing seem all the more worthwhile.
6. Be **snap happy**! Not only to help **promote your fundraising but for your personal memories too! Send your photos in to us too – we would love to see them.**
7. Once you've set your fundraising goal, **shout about it!** Use social media such as Facebook and Twitter to increase awareness of what you're doing. Create events, invite people and link it through to your fundraising site. You could even write a blog! Remember to tweet or tag us on Twitter and Facebook, we like to keep up to date. Get your story in the paper, bear in mind that PR often works better after the event when you've got a result or achieved something. How about approaching your local radio station? Maybe your company/group has an intranet or a newsletter that could feature your fundraising.
8. Maximise your fundraising efforts by sharing your **online giving** page and make sure the first donation is high to set the bar for everyone else.
9. Remember to **have fun!** It will be a great experience and you'll take away with you great memories and a sense of achievement.
10. Let everyone know how much they helped you to raise and be **grateful!**





Manage the money you raise through using these tools

Gift Aid

UK tax payers can Gift Aid their donation as long as they haven't received anything in return for their donation such as a ticket. This means HMRC adds on 25 per cent. So if an individual gives us £10, using Gift Aid it is worth £12.50 – it's free money! Donors must tick the Gift Aid box of the donation form when donating and fill out their full name and address for it to be valid.

Matched Giving

This scheme allows companies to double the amount of money a fundraiser or volunteer raises. Check if your company operates 'Matched Giving', as lots do and it can be hugely beneficial. Remind them that it's tax efficient!

Collecting cans

The easiest way to support us; get a Julia's House collecting can and watch the pennies add up! To get yours contact our head office. All collecting cans must be sealed and numbered. If you pop your collecting can into us, we will send you a letter acknowledging the total amount collected.

Online fundraising page

Fundraising is now much faster and

easier thanks to online pages such as JustGiving, BT MyDonate, or Virgin Money Giving. You don't have to chase people for money or pay it into the bank, and people can keep track of your progress. Studies show people are likely to give more money online and, if you set a target, are more likely to donate to help you reach it.

Text Giving

Through your online giving page you can also set up text giving which gives you a unique 'text to donate' code.

Regular Donations

If you don't want to organise an event how about setting up a regular donation? Simply set up a Direct Debit for a monthly amount to Julia's House and we can keep you up-to-date with hospice news and activities. Job done! Visit

<https://juliashouse.org/set-regular-donation/>



Legal and safe



Collections

If your collection is going to be in a public place e.g. street collection, you will need a licence or permit from your local council. You will also need a letter of permission from us to hand in with your council application.

Raffle/lottery

If your raffle is held within a 24-hour period, in one single venue and is part of an event, you can use the standard books of cloakroom tickets. If, however, the raffle exceeds this time period, alternative tickets and requirements apply. Contact lottery@juliashouse.org for help with this.

Food

If you intend to prepare and sell food at an event, you will need to make sure that the venue has adequate facilities that match the specific requirements of food handling and health and safety. Any persons involved must have had the correct training and be under supervision. Visit www.food.gov.uk for more information.



Alcohol and Entertainment

If you are serving alcohol or having live performers, unless your event is on private premises (e.g. at someone's home, pub, club or restaurant) and if members of the public will be attending, you will need a premises licence. Your local authority will be able to give you more information and guide you through the necessary procedures.

Events

If your event involves the public you will need to have Public Liability Insurance. Check with the venue first as they may already have insurance that covers your event. Do you think that the type of event you are planning will need a specific licence or any special permission? If you're unsure, get in touch with your local council. If you are doing a challenge event that is not part of a registered or established event then you will need to carry out a strict risk assessment to make sure that you are all going to be safe: Visit www.hse.gov.uk for more information.



Contact us

fundraising@juliashouse.org

Julia's House Dorset Fundraising Office
01202 644220

Julia's House Wiltshire Fundraising
01980 677105

Other useful contacts

Find your local council

www.direct.gov.uk/en/DI1/Directories/localcouncils/index.htm

The Health and Safety Executive

Excellent free resources on health and safety, including a 'Five Steps to Risk Assessment' guide - www.hse.gov.uk/risk/fivesteps



[facebook/juliashousedorset](https://www.facebook.com/juliashousedorset)



[twitter@julias_house](https://twitter.com/julias_house)



[Julia's House Children's Hospice](https://www.youtube.com/channel/UC...)



www.juliashouse.org