



each

East Anglia's
Children's Hospices



EACH Community Fundraising Pack

Help us care for children and young people with life-threatening conditions across East Anglia



Thank you

for choosing East Anglia's Children's Hospices (EACH) to support through your fundraising. Your efforts will make a big difference to our vital services caring for children and young people with life-threatening conditions and supporting their families.

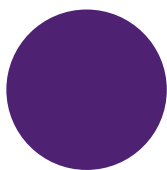
EACH has three hospices – Milton in Cambridge, The Nook in Norfolk and The Treehouse in Ipswich. The services we provide are a lifeline to families at an unimaginably difficult time and are only possible thanks to our loyal supporters.

Did you know...



690

families are supported
at any one time



We offer 24/7 care
and advice

Our care covers

5,000

square miles



We provide special
activities and therapies
including music,
art and play

How your fundraising will help...

£23

could pay for an hour of care provided by a Clinical Nurse Specialist for a child with life-threatening conditions.

£46

could pay a Music Therapist for two hours, using music to help children and families to express themselves and communicate.

£114

could pay for six hours of counselling for a family member, giving them one-to-one emotional support during difficult times.

£400

could fund three community nursing packs providing the essential equipment needed for an EACH nurse to deliver care in the family home.

£1,100

could pay for five sessions of hydrotherapy which can help to relieve pain and relax muscles.

Get inspired...

There's never been a better or more important time to fundraise for us than right now!

Whatever you decide to do, our advice would be to:

Make it fun

**Make it
safe**

**Make it
achievable**

**Make sure
it's legal**

**Make sure you
don't forget
to ask for the
money!**

**Make it
collaborative
(the more people on
board, the more you
can share the work
and spread
the word)**



Supporting families when they need it most...

Rupert has a rare condition that affects his everyday life. His mum Naomi tells us about how EACH helps support not only Rupert, but the whole family.

“Being a parent, all we want to do is protect our children and tell them everything will be okay. I can only watch this disease slowly take my little boy away from me. EACH has been with me, Rupert and Rupert's sister, Alice, from the earliest stage of our journey. EACH makes a huge difference and, honestly, I wouldn't want to be without the care and support from everyone who helps.”

Helping us make a difference...

We are very lucky that so many individuals and community groups across the region take us into their hearts and choose to support us with their amazing fundraising efforts – it all makes a real difference to the care we can provide to families. Here's just a selection of the tremendous support we've had – thank you to each and every one of our supporters, anything you can raise really does make a difference!



Dee and Mervyn are long term supporters of EACH. When the Covid-19 pandemic started in 2020, and they realised that all their fundraising events would be cancelled, they knew they needed to do something. As Dee collects goods to sell throughout the year anyhow, they decided to set up a charity stall in their front garden with an honesty box to try and raise some money. The stall quickly grew and soon they were being given items to sell from plants to prams. What they didn't sell they were able to donate to the local EACH charity shop.

Between March and December 2020 they raised a fantastic £5,850. Not only have they raised money for EACH but also gained new friends who also continue to support our work.



A group of East Anglian musicians, Chris Stock, John Bobin and Andy Barber, came together to create the lockdown song, 'What A Kiss Will Do'. After performing together for many years, the group were inspired to collaborate on a musical project that appealed for donations in exchange for listening to the beautiful melody.

Recording from their separate homes (instead of a studio) was a new challenge for the group. However, all three musicians aspired to make a difference through music and in doing so raised a fantastic £1,430 in essential funds.



Inspired by her 'poppa' who volunteers for EACH, Emma decided to set herself the challenge of cycling her own version of the Tour de France. Obviously the 3,470km that the real Tour de France cyclists cover is a bit far for a young girl, so Emma and her family decided that 35km every week throughout March would be a tough enough challenge.

With mum Danielle sharing her progress every step of the way on her JustGiving page and little brother Clarke lending support on the smaller rides, Emma not only completed her challenge with 15km to spare, but also raised an incredible £1,125. Well done Emma!



Fundraising ideas

When it comes to fundraising, the possibilities are endless! There are so many ways you can raise valuable money for EACH – here are just a few ideas:

Take on a challenge!

This could be anything – do a skydive or an abseil, take on a Zumba marathon, run a mile a day for a month or shave your head! Make it fun, achievable and, most importantly, raise money doing it.

Sign up to an EACH event

Visit each.org.uk/events to see what's going on. There's plenty to choose from across the region, from family fun events to ultra-challenges right down to virtual quizzes you can do from the comfort of your living room.

Eat for EACH

Food is a great way to bring family and friends together so why not incorporate it into your fundraising? Host a bake sale, hold a come dine with me dinner party – whip up a storm in the kitchen and enjoy the rewards.

Host your own event

Holding an event doesn't have to be scary – it can be really fun and a chance to socialise with friends and colleagues. Host a quiz, a bingo night, a disco, onesie Wednesday, Christmas Jumper day...the possibilities are endless.

Donate in celebration

Ask for donations to EACH instead of gifts for your birthday, anniversary, wedding or Christmas. You can request a personalised celebration page at www.each.org.uk/celebration and invite friends and family to post well-wishes, photos and donate.

Gaming for Good

If you're into gaming, this can be a great way to raise money whilst doing something you love. Whether it's a live stream marathon, gaming tournament, setting challenges for your favourite game or speed running the classics – you can turn your gaming downtime into a fantastic fundraiser.

Making a difference to local families...

Ronnie and Sonia received bereavement support through EACH when their daughter Aneira died whilst undergoing surgery at just 26 days-old.

“Someone from EACH came to talk to us the day after we lost her. They did memory work with us and it was nice to have someone to talk to for emotional support. We started counselling sessions at home, getting to grips with the kind of loss no parent should have to go through.”

When the couple welcomed their third child, Lola, it quickly became clear she was suffering from chronic liver failure. Lola was diagnosed with a condition called TTC7A, relating to low immunity and bowel issues. She has various medical needs and the family continue to receive care and support.

“We would be lost without EACH, they help us with so much. They have been a constant support for all of us. It’s not just emotional support, they run events and trips – these make us feel like a normal family. The staff are so welcoming, they know you and your family, they’ll just help you, talk to you and be there for you.”

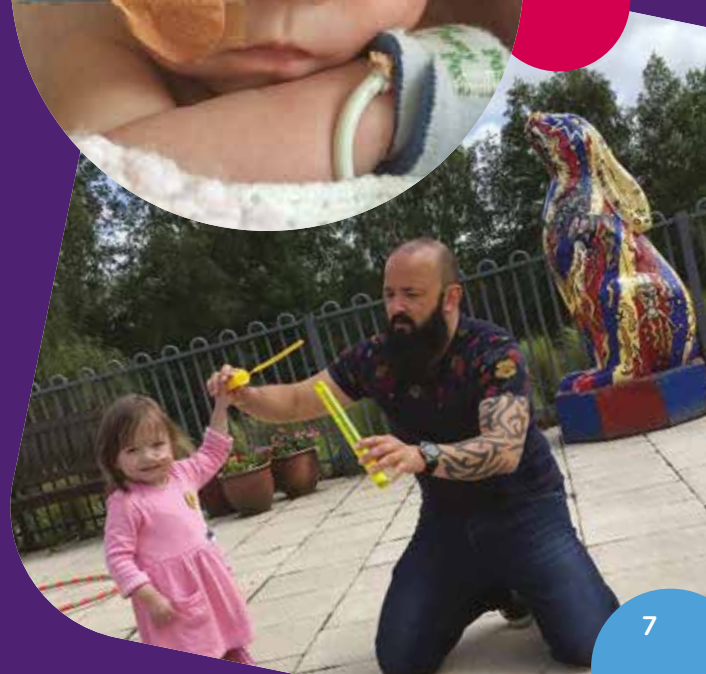
In it together

Whether you’re part of an organisation or team, at school or can rope in your family and friends, fundraising together multiplies not only the money raised but the fun to be had! Compete against each other with a challenge, or pool your resources and make something amazing happen.

Other ideas

You can turn any idea into a fundraiser! Having a spring clean? Take those unwanted bits and pieces to your local car boot and donate the proceeds. Have amazing skills such as gardening or hairdressing? Offer your services in exchange for donations to charity. Thinking about getting healthy? Get sponsored for giving up a bad habit.

We have lots of ideas, support and resources on our website – www.each.org.uk.



Top tips for success...

Planning your event or fundraiser

- Get in touch with your local EACH Community Fundraiser for guidance and support.
- Set a date, giving yourself plenty of time to get organised, and make sure you're not clashing with other events and key dates.
- Recruit family and friends to help if needed.
- Set a target for your fundraising - this will give you a focus!

Raising money

- Money makes the world go round so make it easy for people to donate! Set up an online giving page, promote on social media, and add a QR code to your promotional materials linking to your online giving.
- Use sponsorship forms alongside your online giving page.
- If your fundraising is connected to your work, see if your employer will match what you raise.
- Encourage everyone to Gift Aid their donation if they are a UK taxpayer. It could mean an extra 25p for every pound donated. We have more details on our website.

Promote your event

- Contact local press and radio to let them know what you have planned.
- Use local What's On websites and community groups on social media to spread the word.
- Share, share and share again with family and friends on social media and ask your supporters to do the same.
- Local stores and supermarkets will often have noticeboards you can use to promote your event.
- Local businesses may be interested in supporting your fundraising. You could approach them for raffle prizes, or maybe sponsorship in exchange for promotion.

Resources

- We've got lots of resources available to help make your fundraising a real success! Get in touch with your local EACH Community Fundraiser to see what's available.
- All your publicity materials should contain our 'in aid of' logo and our Registered Charity No. 1069284. Please contact us on community@each.org.uk and we can send you the logo over.





We are here to help!

Any support or resources you need
please get in touch.

community@each.org.uk
01223 800 800

Important information

Making it safe and legal

• Licences and permissions

If you are organising a collection then you will need to make sure you have the correct licence/permission. For example, in public spaces you will need a licence from your local authority or a temporary event notice for music/sale of alcohol. Speak to your local EACH Community Fundraiser for guidance.

• Food safety

- Visit www.food.gov.uk for guidelines on preparing, handling and cooking food.
- If you are using an external caterer, make sure they have a Food Hygiene Certificate and Public Liability Insurance.

• Safety

- Completing a risk assessment for your event will help highlight any issues that need attention.
- If your event involves members of the public you may need Public Liability Insurance. If you have a venue they may already have this in place.
- For an event involving significant numbers of people attending, you need to consider having first aid on site.
- If you are planning on taking photos or video at an event, you need to make attendees aware that this is happening so they can request to opt out.

Handling money

- Where possible have two people handling and counting money.
- Use a secure container or cash box.
- Never leave money unattended!

Paying in your money

- Your money can be paid in via
 - BACs
 - Cheque
 - Online
 - By phone
- Please contact your local Community Fundraiser for your payment reference so we can make sure we know it's your money and we can say THANK YOU!



Frequently Asked Questions...

What services do you offer?

Our services include specialist nursing care, short breaks, wellbeing activities, therapies, counselling and volunteer services in the family home; all tailored to meeting the individual needs of the whole family.

What area do you cover?

We provide services in Cambridgeshire, Essex, Norfolk and Suffolk.

How many hospices do you have?

We have three; Milton in Cambridge, The Nook near Norwich and The Treehouse in Ipswich. We also offer care to families at home and in the community depending where they would like to receive it.

What age children do you care for?

We support families at any point from pregnancy through to the young person's 18th birthday. For bereaved families there is no cut off point for our services. We offer care and support to the whole family, including parents, siblings and grandparents offering a range of therapies and wellbeing support as well as expert medical care.

Why do you need the money?

We rely on donations for the majority of our income and this year need to raise £5.5 million from fundraising and £5.4 million in income from our shops. That's £5,600 per hospice, per day that we need to raise to provide the services we offer.

Other ways to get involved

• Visit our shops

We have more than 40 EACH shops across East Anglia. Pick up a bargain, donate your pre-loved items or give some time as a volunteer.

• Volunteering

We have a wide range of volunteer roles at our hospices, events, in our fundraising teams and shops. A little bit of your time can make a BIG difference! Find out more about how you can help.

• Join your local EACH Friends Group

Find out all the ways you can support on our website – www.each.org.uk



Get in touch

For more information and support with your fundraising:

Call 01223 800 800, selecting option two to speak with your local fundraising team

Email community@each.org.uk.

Follow us:



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www.each.org.uk

Thank you for your support, without your help EACH wouldn't be here to support families when they need it most.



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