



**each**

East Anglia's  
Children's Hospices

# EACH SCHOOL FUNDRAISING TEACHERS PACK

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



# WHY we need you...

East Anglia's Children's Hospices (EACH) cares for children and young people with life-threatening conditions and supports their families. EACH has three hospices – Milton in Cambridge, The Nook in Norfolk and The Treehouse in Ipswich.

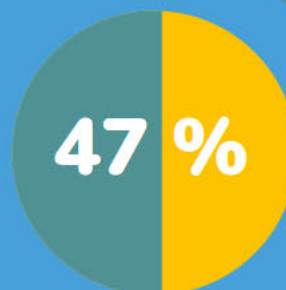
We offer care and support in the hospice, in the family home and the community – depending on the wishes of the family. When time is short, we help families make the most of their precious time together and create memories that last forever.



## DID YOU KNOW...



families are supported at any one time.



of the children we support are aged between 5 and 12 years-old.



We rely on voluntary donations for the majority of the money we need.



We provide special activities and therapies for the children we care for including music, art and play.



# SAY HELLO TO ECHO THE ELEPHANT...

ECHO the Elephant is our friendly helper for the work we do with schools.

We use ECHO's name to describe to children the work we do, which can sometimes be difficult to address:



- E**veryone in the family included
- C**are for children who are poorly
- H**ome or hospice, wherever we're needed
- O**utstanding care and support when families need it most.

## HOW YOUR FUNDRAISING COULD HELP...

**£16**

could pay a Play Specialist to spend an hour with a child supporting them in play tailored to their individual needs.

**£23**

could pay an Art Therapist for one hour to help a child or family member express their emotions through art.

**£46**

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

**£76**

could pay a nurse for four hours to provide expert nursing care.

**£114**

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



# SUPPORTING FAMILIES WHEN THEY NEED IT MOST...

## Miles' story

Mum Georgia Williams has spoken of the “overwhelming and completely consuming” reality of having a child with complex needs – and the invaluable support she receives from East Anglia's Children's Hospices (EACH).

Son Miles, three, was unexpectedly diagnosed with dilated cardiomyopathy and heart failure when he was just two weeks old, in October 2019. The left side of his heart is oversized, meaning it doesn't effectively pump blood and oxygen around his body. Miles' condition has led to complications throughout his short life but he remains a happy, bubbly little boy.

“Although he's only three, he's intrinsically positive and extremely affectionate and he adores his six-year-old brother, Blake. He's currently going through the ‘copying everything his brother does’ phase.”

Georgia said: “He's a child who sees the good in everything and is rarely seen without a huge grin plastered across his face.”

“Miles enjoys creative things – magnet tiles, playdough and drawing and I'd also describe him as the world's biggest fan of Ben and Holly's Little Kingdom!”

Despite her son being a ray of sunshine, Georgia, 34, says nothing can prepare a parent for suddenly having a critically-ill child to look after. Herself and husband Brandon, 36, had no idea anything was wrong during the first fortnight of Miles' life.

However, things moved quickly after a night of poor feeding and drowsiness led to them taking him to the doctors.

They then had to make an emergency dash to the A&E department at Norfolk and Norwich University Hospital, before being blue-lighted to the intensive care unit at Great Ormond Street Hospital, in London.

“We had no idea anything was wrong, so the speed at which everything happened was hard to grasp and we were minutes away from losing him,” said Georgia, who lives in Old Catton.



“When most parents find out they're expecting, they'll say ‘I don't mind the gender, so long as the baby's healthy’. When you're suddenly facing a different reality, it's overwhelming and completely consuming.”

“You suddenly become not just a parent but a nurse, researcher and student. For a long time, we'd alternate with one parent at GOSH with Miles, and the other at home with Blake.”

“We tried to create normality for Blake as best we could, but we often felt completely overwhelmed and out of our depth.”

During their time at GOSH, the family were introduced to EACH and they continue to receive support at The Nook.

“Although not much can ease the journey we've been on as a family, EACH has been a huge support during some of the toughest times we've faced,” said Georgia.

“As a family, we've benefited from fun-filled family events, sibling-only events for Blake to let off steam, counselling services and home volunteers who offer us various help around the house.”

“The fact we have a family care coordinator who checks in regularly and offers ideas and support for us as a family is a wonderful source of stability for us. Everyone I have spoken to have been incredibly supportive and so willing to help in any way they can.”





# Helping us make a Difference...

Schools across the region have joined us to show their support for EACH and the services we provide. Here's just a selection of the amazing support we've had.



## Poringland Primary School

has supported EACH since plans were first drawn up to build The Nook, which sits less than a mile from the school. They decided they wanted to do more so got in touch to find out how they could help, and there is now a committee of students to support organising and driving their fundraising activities for EACH.



Most recently they hosted a colourful fun run, sporting crazy hairstyles and odd socks! Four hundred fifty children from nursery through to Year Six participated raising more than £1,000.

The school's fundraising committee' also visited The Nook and met our Community Fundraiser, as well as having a digital tour of the hospice. This allowed them to learn what goes on at a children's hospice and understand why fundraising is so important to us.

## Framlingham Sir Robert Hitcham's CEVA Primary School

The school celebrated the Queen's Platinum Jubilee with a special runathon. After completing laps of their school field more than £650 was raised for EACH.



Headteacher Helen Picton said:

"We're so pleased with the amount raised from this idea, which originally came from our school council."

## Barrington Church of England School

raised over £400 from their Christmas Nativity. The children had great fun performing their show and loved raising money for EACH at the same time!



# Learning with EACH...

We've put together a range of activities that can be used in class and at home that will tie together our work with areas of the curriculum such as music and art. Some simply require paper and pencil, others require a download which you can find at:

[www.each.org.uk/echo](http://www.each.org.uk/echo)

## Maths

### Activity

Using our 'match the money' download from the ECHO webpage, ask the students to match the numbers to the images and guess how much some of our services cost. If you're fundraising already and have a target, ask the students how many of our services that target could pay for.

### What you need

- Match the money download
- Scissors.

### Why

- Any amount of money will help us provide services to children with life-threatening conditions.



## English

### Activity

Using a name or word that links to our work, ask the students to help create an acrostic poem that describes their class. Words used could be children, care, hospice, family, memories or ask your class to select one!

### What you need

- Board or paper to write the name and suggestions on.

### Why

- We use Echo's name to describe to children the work we do, which can sometimes be a difficult subject to address:

**E**veryone in the family included

**C**are for children who are poorly

**H**ome or Hospice, wherever we're needed

**O**utstanding care and support when families need it most.





# Science

## Activity

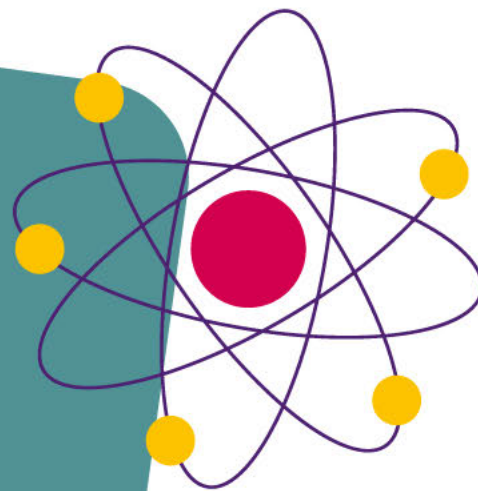
Get your students to take our senses quiz which you can download from the ECHO webpage.

## What you need

- Quiz download
- Pens/pencils.

## Why

- Many of the children we care for have a sensory impairment and need to find different ways to communicate
- Understanding how our senses work and can help us understand and communicate better with each other.



# Music

## Activity

Play three pieces of music to the students. Whilst playing the tracks, ask them to fill in the circle with how the music makes them feel. Depending on the students, you may wish to ask them to draw a face which represents their emotions or fill in the circle with words they may associate with the piece of music.

## What you need

- Music activity download
- Pens
- Three pieces of different styles of music.



## Why

- Music therapy is an important part of the services we offer and can be a way of expressing yourself when words are difficult to use
- Music can also help to lower anxiety levels and promote a sense of wellbeing
- Family members can join in and be part of music therapy making it an interactive activity for the whole family.





# PE

## Activity

Put your students into groups and give each group a card with a physical condition on it. For example, they may not have use of their legs, or arm, or may be deaf or blind. Ask them to come up with physical activities they can do taking into consideration the condition they have.

## What you need

- Card to write the conditions on
- Space to separate into groups and carry out physical activity.

## Why

- This will help the class understand the challenges faced by children with life-threatening conditions
- Physical activity is important to your health and wellbeing
- Finding ways of helping children with complex health needs to be physically active using therapies such as physio and hydrotherapy is an important part of our service.



# Art

## Activity

Provide the children with a sheet of white paper and selection of paints. Ask them to create a tree; draw the trunk and branches by drawing around their wrist and hand, then create the leaves using fingerprints.

## What you need

- A4 white card
- Variety of coloured paints.

## Why

- Through art and creative therapies we help families create memories that will last a lifetime
- Many of the children receiving care are unable to talk, art therapy provides them with a tool to express their emotions.





# HOW YOU CAN HELP

## FUNDRAISING IDEAS...

There are so many ways you can raise valuable money for EACH – here are just a few ideas:

-  Hold a collection at your Summer fete, Christmas show or popular family event.
-  Organise a fun run which could tie into your daily mile or sports day. Why not make it fancy dress!
-  Organise a sponsored silence.
-  Non-uniform days are always a winner! Charge students £1 and consider a fun theme.
-  Host a movie 'night' in the school hall as an end of term event. Have an entrance fee of £1 and encourage students to bring pyjamas or onesies to change into.
-  The Big Tea Break - Feed your wellbeing and organise your own tea break with students and colleagues. Share a cuppa and a sweet treat!
-  Have as many staff and students as possible bring in their loose change and create a coin trail. Lay them all out around the school and see how far you can get - the World Record is nearly 47 miles!
-  Organise a Santa or Festive Fun Run.

Good luck –  
and remember  
EACH is here  
to support you  
every step of  
the way!



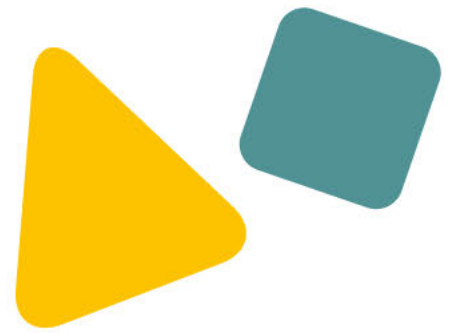
## RESOURCES...

We've got lots of resources available to help make your fundraising a real success! Find resources such as a template parent letters, posters and sponsorship forms all available to download on our website.

You can also request an assembly presentation at your school by one of our EACH fundraising team.

Visit [www.each.org.uk/echo](http://www.each.org.uk/echo)





## WHAT'S NEXT...

So you've decided to fundraise for EACH, but where do you start?



### Pick your event

It might be a regular event for the school or you could ask students to vote on their favourite ideas. Make sure you tell your EACH Fundraiser your plans so we can help along the way!



### Choose a date and venue

- Checking there are no other events on that day, both in the school and the community, is always a good idea! Will you be able to carry out your fundraising at school or will you need to look elsewhere?
- Don't forget important points such as a risk assessment, photo permissions and first aid cover, if required.



### Set a fundraising target

- A target will always encourage supporters to help you succeed and reach your goal.
- Will an online giving page help you raise more money such as JustGiving?



### Who is needed to help with the event?

- Will you need help from other teachers or maybe parents?



### Tell everyone!

- Depending on the fundraiser you may want to publicise the event. Share with your local paper and radio stations, get posters up in the community and share on social media.



# FREQUENTLY ASKED QUESTIONS...

## ? 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.

## ? Why do you need the money?

We rely on donations for the majority of our income and this year need to raise £6.7 million from fundraising and £7.8 million in income from our shops.

## ? 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.

## ? 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.

# AFTER THE event...

## ✓ Tidy up

## ✓ Count the money

## ✓ Thank everyone

Thank everyone who helped and let them know how much you raised

## ✓ Pay in the money

- By post
- Online
- Via BACs
- By phone

## ✓ Thank you certificate

Once your monies have been received you will receive a thank you certificate from ECHO the Elephant.

Remember to send us any sponsorship forms so we can claim Gift Aid on individual donations.







## Get in Touch...

For more information or help with your fundraising, get in touch with your local fundraising team who are ready to help.

Email: [community@each.org.uk](mailto:community@each.org.uk)

Tel: 01223 800807



Member Organisation  
Chartered  
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Fundraising



Registered with  
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# [www.each.org.uk/echo](http://www.each.org.uk/echo)

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