

Play with Purpose



A gaming fundraising guide

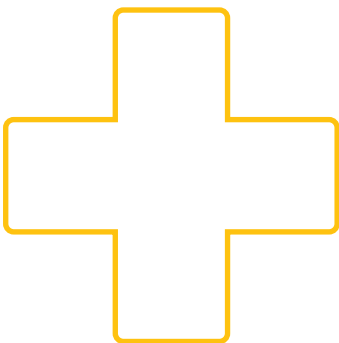


Welcome to Play with Purpose

A comprehensive gaming fundraising guide designed to help you make a positive impact through your love of gaming! By joining Team EACH and using your passion for gaming, you will be helping us continue to support families and care for children and young people when they need it most. We simply couldn't do it without our loyal supporters like you!

This guide will provide you with practical tips, strategies and ideas to organise a successful gaming fundraiser.

**So grab your controller, power up your console
and press play to get started!**





Getting started



Things to consider when planning your event

Logistics

Consider when you will host your event. Choose whatever day and time works best for you but remember to give yourself plenty of time to organise and promote the event.

You will also need to think about which platform or venue you will host your event on/at. If you're streaming, there are lots of platforms available to you - you can use Twitch, Facebook Gaming or Youtube, for example. It's best to pick one you're comfortable with.

Fundraising goals

Determine specific fundraising targets, whether it's a monetary goal, number of participants, or a combination of both. Clear goals will help you stay motivated throughout the fundraiser!

Fundraising method

Set up a [JustGiving](#) fundraising page to collect donations. On here you can add images, a description and a date for your event, allowing your supporters to find out about your fundraising all in one place.

Game choice

Whether you're hosting a virtual or in-person event, choosing popular and engaging games will help attract participants and viewers.

Event promotion

You can promote your event in a whole host of ways, [via social media](#), word of mouth, and gaming forums. You could even contact local press and radio to let them know what you have planned, or put up notices in local businesses!

When it comes to social media, don't forget to use our social media assets and share the link to your fundraising page. Encourage your followers to share your posts and tag their friends who might be interested in supporting the cause.

Post-event follow-up

Thank those who participated, watched or donated to your event with our [thank you poster](#). You can also provide updates on the total amount raised.



Make sure to use our
overlays too!








Gaming fundraising ideas

Stream a gaming marathon

Show off your gaming skills to an audience by organising a gaming marathon. Here you will commit to playing games continuously for a set timeframe, all whilst collecting donations. Stream your marathon on platforms like Twitch, Facebook Gaming or Youtube and encourage your audience to donate by letting them influence your game. We have a number of [family films](#) you can play to your viewers whilst you have a quick break or grab a snack to highlight the important work we do.



P.S. If you're planning to stream, take a look at this [Quick Start Guide to Streaming on Twitch](#) and this guide on [how to embed your livestream on your fundraising page](#) to help get you started.

Run a tournament


Arrange a competitive gaming tournament featuring popular multiplayer games. Maybe you have a leader board with a points system or perhaps the winner stays on – it's up to you! Encourage participants to take part with a donation to enter and let a champion emerge.

Organise a GameFest

Host a ticketed 'GameFest' for your local community, where people come together in one location to play games – these could be video games, board games, card games, RPG's, party games or a combination! You can add extra activities too like trivia quizzes, raffles and auctions for gaming related items, or maybe even a VR experience. Why not try to seek sponsorships from local businesses to support the event?

Challenges

For some extra spice to add to your event and encourage more donations, create some challenges for you and other participants to complete. Challenges can include:

- Speed-runs
 - High-score competitions
 - Achievement hunts
 - Hosting your event in fancy dress
 - Inverting your controllers for a round
 - Doing some physical challenges as forfeits
- 



Your support can help people like Harry

A mum whose son lives with a genetic muscle disorder has spoken of the lifechanging care and support they receive from EACH. Harry Crofts, 11, has Duchenne Muscular Dystrophy and has been a regular visitor to Milton since January 2023. Mum Donna describes it as his favourite place – somewhere he has fun, makes memories and feels less isolated, thanks to meeting other children in a similar situation. She believes it has “opened a whole new world” for them but admits her initial reaction, when being told about the hospice, was far from positive.

“I was terrified and my brain automatically took me to a place where I could only think of children dying,” said the 42-year-old, who lives in Peterborough.

“However, I don’t mind admitting I was completely wrong and had no idea about the services and facilities EACH provides.

“It’s opened up a whole new world and is definitely one of the best things we’ve ever done. We’ve both benefitted tenfold.

“Harry’s embraced the whole experience and absolutely loves his time at Milton.

Harry, who goes to school in Wisbech, was two and a half when he was diagnosed with Duchenne Muscular Dystrophy. A genetic condition, it gradually causes muscles to weaken, leading to an increasing level of disability. It is a progressive condition, which means it gets worse over time. Harry was not meeting the normal milestones and a blood test led to him being referred to Peterborough City Hospital. It was his physiotherapist who then suggested getting in touch with EACH.

“He’s my shadow and I’m so proud of him,” added Donna.



“My mentality is that life’s for living and that seems to align with the way things are done at EACH.

“It’s about having fun and making memories and I can’t praise the care team enough. I haven’t got a bad word to say.

“Spending time at the hospice has also shown him he’s not the only young lad in a wheelchair, as was the case at his mainstream school.

“He felt different there but now he’s made friends with other children in a similar situation.

“He doesn’t feel isolated and neither do I, because now I’m able to talk to other parents and learn more.”

Harry was still able to walk when first diagnosed and only started using a wheelchair last April. His goal for this year is to have overnight stays at Milton.

“It’s something we’re working towards and building up to,” said Donna.

“Hopefully it will happen, for his sake, because he really loves his time at the hospice.

“He enjoys so much about it, from playing games – both online and board games – music therapy, hydrotherapy, arts and crafts and exploring the gardens.

“As a parent, it’s heartwarming and such a blessing to be able to leave him somewhere he’s happy, safe and content.”



How your fundraising can help

£24

Could pay a physiotherapist for an hour, working closely with families, community therapists and other professions supporting children and young people.

£40

Could pay a band 6 nurse for two hours to provide expert nursing care to children and young people, including at end of life.

£180

Could pay for a play specialist for eleven hours, visiting children at home, in community settings or in their stay at the hospice, supporting them in play tailored to their individual needs.

£80

Could pay a counsellor for four hours to provide specialist support to bereaved family members, helping them cope during the more difficult times.

£240

Could pay for a community nursing kit, the essential equipment to deliver care in the family home or elsewhere in the community.

£1,100

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



Important information

Staying safe online

Privacy

Think about a safe username, check your privacy settings and consider how much you want to share about yourself.

Take breaks

It's important to move away from your computer screen on a regular basis and take the opportunity to stretch and drink water. Breaks can also help you refocus if you're feeling tired or frustrated.

Spending money

It can be all too easy to purchase in-game downloads, skins or similar. These may cost real-world money so please take this into account.

Authenticity

Make sure any downloads, apps or mods are from legitimate sites to avoid the risk of viruses or hackers.

Be kind and stay safe

Gaming/streaming should be fun so please be considerate with the games you stream and your interactions with viewers. We ask that your content remains audience appropriate, safe and legal. If you are under the age of 18, please ensure you have parental permission before taking part.

Paying in your money

Your money can be paid via:

- BACs
- Cheque
- Online
- By phone



Please contact our local [Community Fundraising team](#) for your payment reference so we can make sure we know it's your money and we can say
THANK YOU!

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

Tel: 01223 800807



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and families



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