

chAS

Children's Hospices Across Scotland

Fundraise with CHAS

and keep the joy alive







Thank you!

We're delighted to have your support and want to help you gain as much as you can from this journey. We'll do all we can to ensure you're as prepared as possible ahead of your fundraising activities. This pack contains fundraising advice with a handy guide full of tips and ideas to help you reach your fundraising target whether you are running, baking, dressing up, singing and more! We're so excited to have you on the team, and are really looking forward to getting to know you and helping you achieve your goal. We always love hearing from our supporters so please do not hesitate to contact us should you have any questions regarding your fundraising. We'll be more than happy to help. A business card for your local fundraiser is attached to this pack, so please just get in touch.

Good luck and thank you!

CHAS helps families like the Williamsons

When Leo and his twin brother Kai were born on 2 September 2013 their mum, Sharlene, and dad, Gary, from Irvine, couldn't have been happier. But not long after the birth, Leo was taken for a scan which confirmed what had been feared during Sharlene's pregnancy – that Leo had Hypoplastic Left Heart Syndrome, and only half of his heart was functioning.

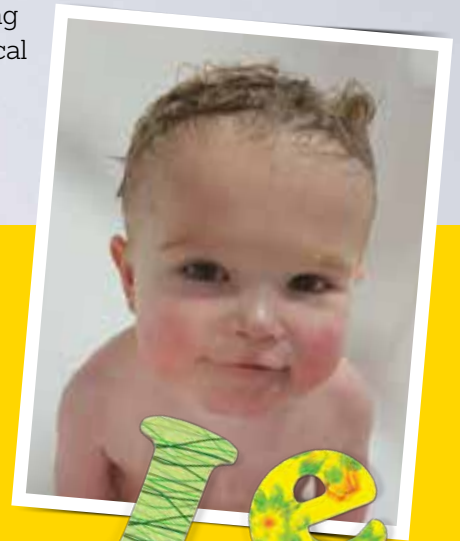
In 2015 Leo went into heart failure and after spending months in hospital, the family were referred to CHAS Robin House, where they spent their last Christmas together. Three months later,

Leo sadly died aged just two years old. He was number one on the transplant list.

Robin House holds a special place in the family's hearts and in 2018, Sharlene made it her mission to raise as much money as possible for CHAS by undertaking a year of fundraising in Leo's memory. As well as taking on the gruelling Glasgow Kiltwalk, she's organised a ladies evening, a sky dive and took part in our zip slide across the Clyde!

Sharlene, said, "Leo was not a fan of different surroundings or different faces but from the moment we visited Robin House he was just so relaxed and happy. I will be forever grateful for our time there and just wanted to give a little something back. Since Leo died we have had amazing support from Robin House and it's great to know if we need them they will always be there."

By taking on a fundraising event for CHAS, you will not only have a sense of achievement and hopefully some fun, you'll also be helping us reach the 15,400 children and their families across Scotland who have a child with a life-shortening condition.





Getting started on your Fundraising Journey

Knowing that your child is going to die before you do is the unthinkable reality that thousands of families across Scotland have to cope with every day. Each week, three children in Scotland die from an incurable condition.

Children's Hospices Across Scotland – better known as CHAS – is dedicated to supporting every single member of these families as they face the toughest challenge of their lives.

We are committed to making sure that no matter how short their time together may be, it is a time filled with happiness and fun.

We make sure children have the opportunity for experiences they cannot have elsewhere, to feel the wind and sunshine on their faces, to sparkle, to laugh, to smile and to have those memorable moments of joy – moments that will be treasured forever.

This is a really challenging journey. It relies on the trust, courage and love of the families with whom we work, the dedication, compassion and expertise of our team, and the professionalism of our partners from across health and care services. Along the way something truly amazing happens, because in the pain of terrible grief, joy lives on.

We are dedicated to helping families celebrate the lives of their children whilst they are together – and to honour their memory after they are dead.

£1,500 could pay for one of our sibling only events and their transport. From Edinburgh Dungeons, to a night at the museum, these unique outings give siblings the chance to talk to other children going through the same experiences and be supported by our team.

Today, CHAS can only reach one in three of the families across Scotland who need our support. We are determined to reach them all. And that means, quite simply, that we need to raise more money. Only then can we keep the joy alive for every family as they face the hardest challenge of all.

£700 could pay for a two day home visit from our CHAS at Home Team to a family in the Scottish Borders, giving the family respite and helping care for their child. This can allow parents to have a well-earned break, maybe go out for a rare meal or even to just spend time with their children, as Mum and Dad, rather than carers.

Create Your Own Event

One of the best ways to fundraise is to do something you enjoy, bring together your friends, family or colleagues and have some fun! Keep it simple and you can't go wrong, like Claire who hosted a Bingo night in her local Church Hall for all her friends and raised over £700 from ticket sales and a raffle, or Alan who gets together with his fellow bikers and holds a bike run each year and raises £1500 from those wanting to take part. For more amazing ideas on what you can do please turn to page 8 for our A-Z of fundraising.





Get your School, College or University involved

From bake sales to a sponsored silence or readathons, there are many ways that schools can support CHAS and help bring joy to families at our hospices. Here are some more suggestions:

- Arrange an assembly or classroom talk from one of the CHAS team
- Host a fundraising event – anything from a bake sale to a disco
- Raise money for us at one of your events – like a concert
- Have a CHAS stall at your event – such as a Christmas fair
- Choose CHAS as your charity of the year
- Represent CHAS in your Youth Philanthropy Initiative project
- Get active and take part in a sponsored walk, run, cycle or swim with your classmates



£100

could pay for our non-denominational chaplain to help provide spiritual guidance to families of any or no religion, looking for support during one of the darkest periods of their lives.

£200

could pay for an Activities Co-ordinator for a day, helping children with very limited movement and communication to make Memory Books for Mother's Day, or helping with crafts and messy play, allowing the child to express themselves where they may otherwise not be able to.



Dressing Up or Down

Whether you're a school, group or workplace, dressing up or down is a great way to get everyone involved in your fundraising. Simply agree on your theme (casual Friday, black tie dinner, superhero afternoon tea), and a price each person should pay to take part and then go round all your peers and collect their money!

We can provide posters for you to let everyone know your plans, information about CHAS to share with participants, and of course the all-important buckets to collect the money in!





What is a challenge event?

We offer a wide variety of events so there is something for everyone regardless of age, ability or interests. We know what may be 'a walk in the park' for one person, may be an epic achievement for others. By stepping out of your comfort zone to take part in an activity to challenge yourself, you will help us provide vital care and support to families across Scotland as they face their most challenging of times.

Challenge Event Focus

Fancy descending 165ft from the iconic Forth Rail Bridge to the beach below? How about doing a Zip slide across the Clyde? If heights really aren't your thing, we have a number of events throughout the year whether that be cycling, running or swimming. Or if you are feeling really adventurous why not sign up for one of our endurance treks?

Swimming for Success

Each year we have number of places in the Great Scottish Swim. This unique challenge, a one mile open water swim, is in the picturesque location of Loch Lomond, surrounded by the stunning mountains, wildlife, forests and glens.

£1,000

could pay for our weekly food bills at one of our hospices. We provide all meals and snacks for the whole family during a stay. It can be quite a weight off parent's minds to not have to cook or make a difficult trip to the supermarket!

"I've always wanted to do the Great Scottish Swim and last summer my Dad and I bought wetsuits and started training in Loch Lomond. We'd never done open water swimming before so it was a real challenge.

An open water mile is a lot harder than a swimming pool mile but the challenge is worth it for the incredible views from the water. You see Ben Lomond from a completely new perspective! I would definitely recommend buying a good wetsuit and swim shoes, make sure you practice in open water a few times before the day and then just enjoy yourself!

The atmosphere on the day was incredible and fundraising for CHAS is what got us through! Knowing the money we had raised was going to support families at such a difficult time in their lives was all the motivation we needed to complete the challenge. We raised over £1,000 and will definitely be signing up again next year. We're open water swimming converts!"

Morven MacLean, CHAS Volunteering Development Manager.



Walks and Runs

Whether you are a serious runner looking to beat your personal best or want to sign up with family and friends for a non-timed fun run, pull on your trainers for CHAS! We have everything from colourful 5ks right up to full and half marathons that take place in towns and cities all across Scotland. The annual Edinburgh Marathon Festival is one of our favourite events of the year and they even offer the 'Hairy Haggis' relay where you can complete the marathon in stages with three of your friends.



If you prefer a slower pace, we cannot recommend a Kiltwalk enough! These events are one of Scotland's biggest and much loved annual challenge events with thousands of women, men and children dressing up in tartan and taking on a Wee Wander, Big Stroll or Mighty Stride at a number of locations across Scotland.

Each year we take on a big overseas trek for those of you with a big sense of adventure looking for a tougher endurance challenge. Visit our website to keep up to date: www.chas.org.uk/whats-on/events

£5,650 could fund a day's care in Rachel or Robin House to cover all its services. Both our hospices are open 365 days a year, providing vital care to children with life-shortening conditions and their families.

How to Fundraise

You know you want to fundraise, you know why you want to fundraise but how are you going to get started?

Why not start by setting yourself a target

You may already have one if you've chosen to undertake a sponsored challenge, if not, setting a fundraising target is a great way to stay motivated and raise more.

Here are just some of the examples of the impact your fundraising can have across our services...

£50 could pay for an hour in the hydrotherapy pool for parents and their new baby who only has days to live. Often children with complex needs are not able to experience going to the local pool or even having a bath due to the risk of infection. We are able to give the family the gift of experiencing floating in a pool with their child and seeing their happy smiles!

£580 could pay for our Gardener at Robin House or Rachel House for a whole week providing a tranquil, inspiring and uplifting space for our families to spend quality time together outdoors.

Bucket Shakes

One of the simplest ways to raise money towards your target is to get your friends and family involved and book a bucket shake (or bag pack) at a local venue or event. As well as raising a great amount (a venue with high footfall can raise over £500) it gives you a chance to talk to people about your fundraising. It's really important that you get the right permission when organising a bucket shake so please get in touch with your local fundraiser and they'll be able to talk you through it, as well as provide you with everything you need (including the buckets!).



£2,000 could pay our CHAS at Home Team to support a family in Orkney to receive end of life care at home over three days. For many families the reality of coming to one of our hospices is just not possible. We have a dedicated team that can provide the same level of care, in the comfort of their own home, where they are surrounded by their family and friends.

£12,750 could fund a day's care across all CHAS services, including supporting families in hospital, in their own homes or at one of our hospices. Our services are completely free to our families and we rely on the generosity of our amazing supporters to be there for them when they need us.

Remember, this is your fundraising challenge, you can set your own goal and don't forget to share it with everyone!





When?

Think about a good date to hold your event. If you're involving friends and family you could pick a date that's got some significance for you all or maybe you need a dry day so the summer months might be better.

Make some noise

Tell everyone you're doing something amazing, you are helping keep the joy alive for families across Scotland. Facebook, Twitter and Instagram are brilliant ways to keep everyone up to date on your progress, to invite people to your event and to ask for a helping hand.

Use an online fundraising page

By setting up your own sponsorship page online you can get the support of your friends and family

all over the world by the power of sharing your personal link via email and social media. Setting up a page and collecting sponsorship online is quick and easy.

It's personal and fun and allows people to donate securely, quickly and easily with a debit/credit card and the money is transferred directly into our bank account.

We can reclaim Gift Aid (25p in every pound sponsored) from the government on all sponsorship made on your page by UK taxpayers.

To set up your online fundraising page, search for Children's Hospices Across Scotland on your chosen online giving platform and follow the instructions to set up your account.

Don't worry if you've never set up an online fundraising page before, we'll be on hand to help. Get in touch and we can talk you through it.

Online fundraising hints and tips

You can raise up to 10 times more if you upload a profile picture to your page. Make sure it's a photo of you - and be creative!

Research has shown that people will sponsor you more if they are using their debit/credit card, rather than digging for loose change in their pockets.

If you add a personal story to your fundraising page, you can raise up to 74% more! Why not tell everyone about your challenge, how you feel and why you have chosen CHAS?

If you make the first donation to your fundraising page, you can often raise up to 120% more than those who don't.

Sharing a link to your page with family, friends and colleagues within two days of creating it may see you raise 52% more than others. Facebook, Twitter, LinkedIn and Instagram are all great to promote and share your page - but don't forget to add the link to your email signature too.

Regularly posting images and status updates to your online fundraising page (and sharing to your social media accounts) can help to raise 46% more than those without updates! Share your thoughts and feelings as the big day approaches, add progress reports and training updates and photos of you getting prepared.

Don't forget to thank individuals when they donate to your page. Other people may be inclined to give when they see this and sometimes it can lead to a second donation from the individual!

It is important to communicate the impact of the donations you receive. All your friends and followers are keen to hear how you are getting on, both in the run up to and during the challenge itself.

They also love to hear how their very kind gift will help Keep the Joy Alive for families who have a difficult time ahead of them. You can find lots of information and stories at www.chas.org.uk