

**HOW WILL YOU HELP US  
SUPPORT CHILDREN WITH  
SERIOUS HEALTH NEEDS?**

**WellChild**   
the national charity for sick children



Registered with



**FUNDRAISING  
REGULATOR**

# YOU MAY HAVE A PLAN ALREADY, BUT IF NOT HERE ARE SOME FANTASTIC FUNDRAISING IDEAS!

## BAKE SALE

At your work, school or on your street why not get baking and sell some of your tasty treats?



! Child friendly

## GAMEATHON

Take part in a gamer's marathon! Stream your favourite game and ask your audience to support WellChild.

## SEASONAL EVENT

Host an event that celebrates the season – it could be a summer BBQ, street party, Christmas carol evening or Easter egg hunt depending on the time of year.

## PAMPER NIGHT

Get your friends round, put on a face mask, pop open the Prosecco and relax for WellChild!



## AFTERNOON TEA

Gather your friends and family and organise a scrumptious afternoon tea for WellChild. Using our downloadable resources, including fabulous printable bunting and tasty recipe cards, organising an afternoon tea couldn't be simpler.

[wellchild.org.uk/afternoontea](http://wellchild.org.uk/afternoontea)



! Child friendly

## FANCY DRESS FRIDAY

See if you can have some wacky fun at work and find out what kooky costumes your colleagues can come up with!

## QUIZ NIGHT

Speak to a local pub or venue and organise your own trivia challenge.



## SUPERMARKET COLLECTION

Ask if you can bag pack or take part in a collection for seriously ill children around Christmas time.

## PIZZA PARTY

Build your own pizza with friends.



! Child friendly

## COCKTAIL EVENING

Host a sophisticated soirée for WellChild.



## SPONSORSHIP

Staying silent for a whole day, giving something you love up for a month - why not ask people to sponsor your unique challenge?

## DONATE IN CELEBRATION

Is your birthday, wedding or anniversary coming up? You could ask for donations to WellChild in lieu of gifts, or at your party.

## CHALLENGES

If you are active and adventurous, or even if you're just looking to try something new, why not push yourself and take on one of our organised challenge events?

We have places in some of the country's most iconic events, from the London Marathon to our own Three Peaks Challenge. Visit [wellchild.org.uk/events](https://www.wellchild.org.uk/events) to see the full list of what events you can take part in.

## ...OR TAKE THE LEAD!

You can organise your own challenge, such as a sponsored walk, or Step Up for WellChild.

Step Up is a virtual challenge set by four families we support – take on a distance of either 5, 21, 52 or 257km however you like, and receive a medal specially designed by the child who set your challenge.

[wellchild.org.uk/stepup](https://www.wellchild.org.uk/stepup)



# GET YOUR GROOVE ON!



## STEPH AND LISA ORGANISED A FABULOUS ZUMBATHON FOR WELLCHILD!

By calling in favours from local instructors, asking a sports hall for use of their space, and gathering their friends and colleagues, they organised an active and fun event, which everyone really enjoyed. For participants it was a value for money two hour exercise session in good company, with the added excitement of Zumba. Steph and Lisa were pleased with the result, raising a fantastic £150 for WellChild.

Fitness is always more fun in a group environment so we thought a Zumbathon would be the perfect fundraising opportunity. It was pretty easy to organise and everyone who took part had a good laugh and burnt a few extra calories!

A Zumbathon like Steph and Lisa's is just one of the fun and effective events you can organise to help WellChild support more seriously ill children across the UK.



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# YOUR FUNDRAISING CHECKLIST

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# CHECKLIST

- PICK A DATE AND SET YOUR FUNDRAISING TARGET** – choose the date of your event tactically to get the best turn out possible. Try the summer months for an outdoor event, and check it doesn't clash with friend's events e.g. birthdays or weddings.
- SET UP A JUSTGIVING PAGE** – it's a quick and easy way for people to support your event through sponsorship. Set up a page at [justgiving.com/wellchild](https://justgiving.com/wellchild)
- CALL IN SOME FAVOURS** – your friends have talents that could help your event; it never hurts to ask! You can also try contacting local businesses to find out what they can offer you in support of WellChild.
- SHOUT ABOUT IT!** – helping children with serious health needs get home is an incredible thing to do; shout it loud from the rooftops and let people know what you are doing! Promote and post on social media, and even use our press release template to get local media attention [wellchild.org.uk/fundraisingdownloads](https://wellchild.org.uk/fundraisingdownloads)
- GET HELP FROM WELLCHILD** – any questions along the way? Get in touch! We are always happy to help our fundraisers in any way we can. Email [fundraising@wellchild.org.uk](mailto:fundraising@wellchild.org.uk) or call 01242 530007.
- STAY SAFE** – carry out a quick health and safety check. Visit [wellchild.org.uk/fundraising-pledge](https://wellchild.org.uk/fundraising-pledge) for more information.
- RAISE FUNDS AND PAY IN** – use the special guide included in this pack and be sure to post us any sponsorship forms so we can claim Gift Aid. Visit [wellchild.org.uk/fundraising-pledge](https://wellchild.org.uk/fundraising-pledge) for more information about Gift Aid.

# NEED A BOOST TO YOUR FUNDRAISING?

Let us know what extra materials you need.

**EXAMPLE:** if you are organising a bake sale, you may like a t-shirt, some posters, a banner and some balloons.

**NAME:** .....

ITEM	TICK IF REQUIRED	AMOUNT
WellChild t-shirt XS, S, M, L, or XL		
Collection tins*		
Collection buckets*		
Poster		
WellChild information poster**		
WellChild information leaflet - what we do		
WellChild logo disposable roll up banner (1 metre)		
Balloons		
Sponsorship form		
Stickers		

\* you must return these items by post to WellChild after your event

\*\*also available to download at [wellchild.org.uk/fundraisingdownloads](http://wellchild.org.uk/fundraisingdownloads)

Take a picture of this form and send to [challenge@wellchild.org.uk](mailto:challenge@wellchild.org.uk) or tear off and post to WellChild, Office 23, Sunningend Business Centre, 22 Lansdown Industrial Estate, Cheltenham, Gloucestershire GL51 8PL



# RUN NESSA RUN!



Anthony has run thirteen London Marathons, nine half marathons and much more for WellChild as our mascot: Nessa the Nurse. He started off his running adventure for WellChild back in 2007:

WellChild at the time were a fairly unknown charity, but I wanted to support them as a children's charity whose philosophy and ethos I could relate to and understand, and where the benefits of the charity's work were clear.

Since then, Anthony and Nessa have been trending on Twitter and interviewed by the BBC multiple times. Nessa shows no sign of slowing down, and Anthony reached the 500 mile mark in the costume in 2019.

Anthony has raised a phenomenal amount for WellChild over the years, predominantly through sponsorship. He has some great tips for anyone just starting their challenge event journey:

Fundraising has to start early in the process of training or planning for an event - you have to be tenacious and learn from what others have done, what's been successful and not successful, and apply it to your own working and personal environment. By promoting the charity's work and using local examples where possible, sponsors are more willing to support the charity.

Through the years, Anthony has raised over £20,000 for WellChild, which is simply incredible – **Thank you Anthony!**



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# HOW TO SEND WELLCHILD YOUR DONATION TO HELP CHILDREN LIKE BENJAMIN

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# SENDING WELLCHILD YOUR DONATION

Your incredible fundraising is supporting our work across the UK, helping children like Benjamin to be cared for properly at home with their families and avoid unnecessarily long periods of time in hospital. Thank you.

To donate the funds you have raised, simply use one of the methods below.

Transfer the funds to us or deposit directly into WellChild's account at your local Barclays branch:

**BANK:** Barclays

**ADDRESS:** 128 High Street, Cheltenham, GL50 1EG

**ACCOUNT NO:** 60472409

**SORT CODE:** 20-20-15

**ACCOUNT NAME:** WellChild

**REFERENCE:** Your name or your company name and the event name or donation description

**DONATE ONLINE** – [wellchild.org.uk/donate](https://www.wellchild.org.uk/donate)

Make any cheques out to 'WellChild' and post to:

WellChild, Office 23, Sunningend Business Centre, 22 Lansdown Industrial Estate, Cheltenham, Gloucestershire GL51 8PL

Any funds raised through JustGiving, Virgin Money Giving or other online fundraising pages will automatically be donated to WellChild.

Don't forget to return any completed sponsorship forms and unused fundraising materials, especially plastic collection buckets and tins by post.

# HOW THE FUNDS YOU RAISE WILL HELP THOUSANDS OF CHILDREN LIKE BENJAMIN

Benjamin was born with a rare congenital condition which meant he was unable to swallow and experienced difficulty breathing due to complications with his oesophagus and trachea. Mum Frankie and dad Tom experienced some frightening moments, not least when they had to perform CPR on Benjamin when he was just one week old. He was rushed to intensive care and was kept in hospital for the next nine months.

After numerous operations and complications, Benjamin was given a tracheostomy. Then, with the help of WellChild Nurse Alex, he was finally discharged and came home a few days before his first birthday, for what is hoped to be the long term.



# THANK YOU!



Since coming home, Benjamin has been coming on leaps and bounds. He is on the move and loves to play and socialise with other children and his big brother.

It is only with the support of people like you that we are able to fund WellChild Nurses, who are so instrumental in helping children like Benjamin get home from hospital.

Find out about the other ways in which we support children with serious health needs and their families at [wellchild.org.uk/supporting-you](https://www.wellchild.org.uk/supporting-you)

**THANK YOU FOR FUNDRAISING FOR WELLCHILD.**

**CONTACT US:** [challenge@wellchild.org.uk](mailto:challenge@wellchild.org.uk) or 01242 530007



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