



**Zoë's Place**  
**Baby Hospice**

## A Guide to Corporate Fundraising



*Making a Difference*



[www.zoes-place.org.uk/coventry](http://www.zoes-place.org.uk/coventry)

Registered charity no. 1092545

## The Hospice

There are around 23,500 children and 1,500 babies in the UK who have been diagnosed with an illness for which there is no reasonable cure, and their life-expectancy is limited.

### What is Zoë's Place?

Zoë's Place Baby Hospice opened in 2011 and provides 24 hour, high quality, one-to-one palliative, respite and end-of-life care to children aged 0-5 years. Our facilities include a multi-sensory suite, hydrotherapy bath, soft-play room, parent suite and sensory garden.

Our specially trained care team offer unique and diverse opportunities for learning and play in a bespoke, child-friendly environment. These services and facilities are provided free of charge to families of the babies and infants, but for every hour of care we provide, for each child, we need to raise £25.

We work around the clock for babies in the Midlands with complex conditions, helping them to make each day count.



### A Personal Approach

Zoë's Place Baby Hospice provides:

- 24-hour Respite and Palliative care
- 1 to 1 specialist care
- End-of-life care, supporting the whole family
- A bespoke, child-friendly, environment, including hydrotherapy, music therapy and multi-sensory environments.
- Parents' Suite and Starlight Room, to offer a self-contained suite for parents to stay at Zoë's Place during their most difficult time.



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## Fundraising: Getting Started

### How can you help?

Every year we need to raise £1.3 million to fund the services we provide at Zoë's Place Baby Hospice. We can't do this without your support as the hospice is almost entirely funded by public donations. We need your help to ensure that this holistic care service is available for years to come:



- Take on a challenge
- Involve your company/employer
- Become a Fundraising Volunteer
- Make a regular donation
- Run your own fundraising event
- Or maybe an idea off the list below!

### Visit Zoë's Place

We can come to talk to you about Zoë's Place, but you really do have to see it to appreciate how wonderful it is. By looking around our hospice, you will be able to see firsthand the services we provide and you will be able to see how much we appreciate your support.

### Get Talking!

The best way to get people interested in Zoë's Place is to talk to people. By encouraging staff, their friends and families to talk about Zoë's Place, in the context of your fundraising activities, you will help to increase public awareness. Although awareness will not itself, raise money it will provide an atmosphere conducive to doing so.



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## Events

The most talked about way to raise money is for individuals or groups of people to organise a fundraising event. Hosting an event in aid of Zoë's Place is a great way to involve staff, members, customers, clients and suppliers. These require hard work and attention, but can be very rewarding by raising your team's morale, encouraging teamwork and giving something back to the community. It's important to cover all aspect of running events, and we can advise you on how to get started if you need help.

## Employee Fundraising

Improve internal communication, motivate your staff, promote creativity and encourage team spirit. We can work with you to help create a tailored package of fundraising events including sponsored events, workplace activities or individual challenges.

## Corporate Donations

Your company or organisation could make a simple donation to Zoë's Place, helping us to keep our hospice running. When gross donations are made to charities in this way, your organisation is able to claim tax relief at your corporate rate. For example, a company which is taxed at 20% making a donation of £10,000 will be eligible for a tax relief amounting to £2,000 when completing your tax return.

## Corporate Sponsorship

By sponsoring an event organised by Zoë's Place Baby Hospice, you are not only helping us to increase the overall income of an event but you will also benefit from the brand exposure and PR activity from a sponsorship partnership with Zoë's Place.

*“Zoë' is the Greek word meaning 'gift of life', and at Zoë's Place we believe that life is precious no matter how long it lasts”.*



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## A-Z of Fundraising Ideas

### A

**Abseil:** Scale the dizzy heights of a local landmark or office block.

**Aerobics:** Break out the leotard and the Jane Fonda video and get physical. Get sponsored for every five minutes of aerobics you can manage.

**Afternoon Tea:** Put the kettle on and get baking. Entertain employees with a raffle, tombolas, gift stalls and most importantly, a cake stall!

**Arts/Crafts Stall:** Make necklaces, dried flower arrangements, stained glass mirrors, etc, to sell on a stall.

**Art Exhibition:** This could be a great earner if you're a dab-hand with a paintbrush. Even if you're not, give it a go and pass it off as modern art!

**Auction of Promise:** Visit local businesses and ask them to donate their services for you to auction off. Or rope in your friends, who could promise to wash cars, mow lawns or do housework for the highest bidder.



### B

**Balloon Race:** Sell balloons that are filled with helium; the purchasers' name and address are written on a tag fixed to the balloon. The balloon that travels the furthest wins a prize.

**Barbecue:** Add stereo, football and Rounders bats and make it a whole day's event.

**Battle of the Bands:** Contest for unsigned bands, where audience votes on the winner. Charge bands to enter, offer cash prizes and invite record producers. Sell tickets and set up a paying bar.

**Beat the Goalie:** Score a goal and win a prize. Footballers pay to enter.

**Beer Festival:** Stock up on international beers, food and music. Remember to check licensing laws.

**Bingo:** Hold a one-off evening or regular morning sessions.

**Boat Race:** We have had teams entered in the Warwick Dragon Boat Festival for the past 2 years, a great day of friendly competition and something new.

**Book Sale:** Sell old books, collected from everyone in the office.

**Bouncy Castle:** A great way to keep kids entertained at bigger events such as barbeques, garden parties and summer fetes.



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## C

**Cake Stall:** Hold a traditional cake stand at fetes or fairs. Check health and safety regulations.

**Car Treasure Hunt:** Drive from clue to clue in search of the 'treasure'. Teams pay to enter.

**Carol Concert:** Host a festive concert for your employees. Raise money by selling minced pies & mulled wine.

**Carol Singing:** Get a group to go door-to-door singing. Bigger public displays may require a license.

**Charity Ball:** Raise sponsorship the sophisticated way. Organise a themed ball with live entertainment. Charge for tickets and boost your income with raffles, an auction and games.

**Childhood Dreams:** Charge staff £1.00 to come to work dressed up as what they wanted to be when they were younger. It will teach you things you never new about your colleague!

**Christmas Draw:** Sell tickets and ask local firms to supply prizes. Check regulations about public draws & raffles.

**Collection Tins:** Display collection tins in reception, your staff room or even on your own desk! Contact our fundraising team to organize your own collection boxes.

**Come Dine With Me:** Host a dinner based on the popular TV series. Get sponsored to take part and

**Copper Collection:** Ask people to donate their collections of one and two pence pieces.

**Cricket Match:** Pit your departments against one another and get sponsored to take part. Charge spectators a small entry fee and hold games and activities to entertain the children.

## D

**Darts tournament:** Challenge all of the pub teams in the area to compete for cash prizes, or a barrel of beer.

**Dinner and Cabaret:** Hire a popular and spacious restaurant. Entertain ticket holders with music, comedy & magic.

**Disco:** Spin the decks or hire a DJ to stage a themed disco night.

**Dress Down Day:** Introduce a regular dress down day at work. Charge staff £1.00 to leave their suits at home.



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## E



**Easter egg hunt:** Edible hide and seek. Charge entry fee and ask confectioners to provide the eggs.

**Eating marathon:** Get sponsored to stuff your face with as many baked beans/grapes/pies etc. as possible.

**Egg and Spoon Race:** Think back to your school sport's days. All you need is some spoons, some eggs, some willing volunteers and it a bit of space in which to race. Charge participants to enter, with the winner of the race being awarded a small prize.

**Eyebrows:** Get sponsored to shave them off - they grow back eventually!

## F

**Face painting:** Get creative with face paints at fetes, fairs and barbeques.

**Fancy dress:** Jazz up your event with a fancy dress contest. Charge entrance fee.

**Fashion show:** Ask businesses to sponsor venue, outfits or catwalk. Charge admission and sales commission.

**Film evening:** Recreate an evening of vintage cinema by showing classic films and musicals.

**Fireworks:** Weather permitting, firework displays are massive fundraisers. Check out safety precautions.

**Football tournament:** Schedule fixtures and charge teams to enter. Charge a small fee for spectators and provide food at an additional cost to raise extra money.

**Foreign coins:** Ask people to donate their leftover holiday coins. Change into sterling once you have enough.

**Fun day:** Arrange games, music, competitions and stalls at a nearby hall or sports club. This is a great way of getting families and friends of employees involved with the fundraising.



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## G

**Game show:** Host mock version of Who Wants to Be a Millionaire, The Weakest Link or maybe even Take Me Out! Otherwise adapt board games for big audiences, and get prizes donated.

**Garden party:** Sell tickets or invite guests to make a donation. There are loads of great ideas for

**Greeting cards:** Make and sell cards for every occasion. Find out about selling Christmas cards for Zoë's Place.

**Guessing game:** Competitors guess how many sweets in the jar, a cake's weight, etc. The closest answer wins.

**Gunge Tank:** Charge people to drop their relatives, friends or enemies in tank of last week's leftovers.



## H

**Halloween party:** Another excuse to dress up and party. Charge entrance fees and raise money with games, raffles and other activities.



**Head shave:** Sick of bad hair days? Go bald for charity. This is a great way to raise money – even you ladies!

**Hook-a-duck:** Fete and fair game. Ask local companies to donate prizes.

**Hoopla:** Fete and fair game. Ask local companies to donate prizes.

## I

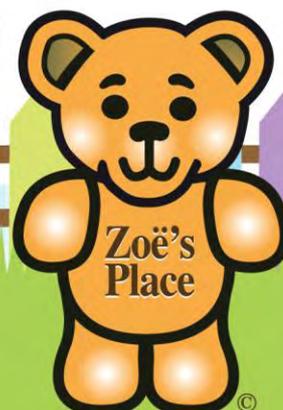
**Indoor market:** Rent out stalls to local traders, or take cut of profits.

**Inflatable:** Put a bounce into your summer fete with an inflatable fly wall, boxing ring or gladiator court.

**International Evenings:** Get staff to dress up as countries from all over the world. Cook themed meals, have themed table decorations and entertainment. To cover costs, it's charge a small entrance fee and have raffles and other activities available.

**Irish Night:** Organize an Irish Themed Night and charge an entrance fee.

**It's a Knockout:** Revive the 80s game show by inviting teams to compete in silly games in silly costumes.



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**J Jailbreak:** Dump teams in the middle of nowhere. With no money or transport, see who gets back to base first. Charge entrance fees and offer prizes.

**Jazz Festival:** Play your own brand of jazz, or stage a show for local musicians. Sell tickets and refreshments.

**Jewellery Making:** Buy your own beads and get threading! Sell items at garden parties, barbeques and fetes.

**Junk mail:** Collect all your junk mail and sell it to a recycling company.

## K

**Karaoke:** Arrange your own Pop Idol contest. All you need is a machine, a room and a well-stocked bar.

**Kite flying:** Hold a kite-flying day for kids. Charge for tickets, and provide refreshments; ice-creams or hot-dogs, depending on the season.



## L

**Left-handed Day:** Try doing everything with your left hand for the day.

**Line Dancing:** It's all the rage. Just make sure you have a caller and plenty of drink!

**Luncheon:** Invite everyone in your workplace for a small fee, obviously. Make posh sandwiches and nibbles. This could work especially well in an office, where people will appreciate an unusual break in the middle of the day! See if you can get sandwiches donated from local shops.



## M

**Marathons:** Get sponsored to run a traditional 26-mile race.

**Marshmallow Eating:** See how many Marshmallows' you can fit into your mouth in 30 seconds!

**Merchandise:** We have lots of Zoë's Place merchandise you can sell on our behalf. Anything from ID Lanyards to Teddy Bear Air fresheners. See the Merchandise list and Order Form on [insert page].

**Mile of Pennies:** Make a mile of pennies in your town centre. Ask shoppers to help by donating their coins.

**Mini-Olympics:** Invite everyone you know to compete in traditional & silly sports. Charge entry.



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## N

**Nature trail:** Offer guided walks to natural beauty spots.

**Netball Tournament:** Get teams together and charge sponsorship. Charge spectators a small entry fee and provide food. Get local sports shops to donate prizes for the winning team.

**New Year Resolutions:** Get sponsored to stick to your new year's resolutions!



## O

**Obstacle Course:** Set up a hard-core obstacle course and charge people to race.

**Office Collection Day:** Put a collection tin on your desk with notices telling people what you're raising money for. You could also use it to put your spare change in; pennies soon add up!

**Outward Bound:** Go climbing, hiking, camping, etc, in preparation for your trip. Seek sponsorship. This is great team building exercise!

**Origami:** If you're good at this Japanese art-form, hold an origami workshop for kids.

## P

**Paintball:** Organise a paintball challenges at locally run centres. Players pay to enter.

**Pancake Race:** Get flipping on Shrove Tuesday. Charge teams to enter and spectators to eat!

**Pantomime:** Your chance to play the ugly sister. Stage a production with colleagues and charge

**Parachute Jump:** Daredevils only. Get sponsored to take the plunge.

**Pick a Cork:** Fair game. Pick a numbered cork out of a board. If the number's a winner, claim a prize.

**Picnic:** Sell tickets in advance; with a little imagination you can make great, fun picnic!

**Play Your Cards Right:** Fair game. Guess higher or lower 6 times running & win a prize.

**Pub Games Night:** Stage a championship of traditional pub games - darts, skittles, dominoes, cards, etc.

**Picnic:** Sell tickets in advance; with a little imagination you can make great, fun picnic!

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## Q

**Quizzes:** If your local doesn't run a pub quiz, set one up. Test the regulars employees on pop, trivia or sport.



## R



**Race night:** Races are run on a large screen after all bets have been taken. A typical evening consists of eight races. Props and film are supplied by race operators. Gaming regulations apply.

**Raffle:** Ask local firms to donate prizes and sell tickets. Check raffle laws with charity.

**Ramble:** Take to the countryside for a mass walkabout. Throw in a theme (fancy dress, singles, three legged, Easter), and charge for entry and refreshments.

**Recycle your Mobile Phone:** Recycle your unwanted mobile phone in return for money.

**Recycle Printer Cartridges:** Recycle your used printer cartridges and old mobile phone through our partnership with Reclaim IT – they will deliver a dedicated recycling box to you, and collect it when it's full. Zoë's Place then benefit from the cost recouped! Contact fundraising for more information.



**Refreshments:** Sell teas, coffees, sandwiches, biscuits, cakes, etc, at any fundraising event.

**Roll-a-Coin:** Fair game where player rolls a coin down a shute, aiming to land on a playing card.

**Roll the Dice:** Roll six sixes and win a car! You need a big event... and car sponsor to make this worthwhile.

## S

**St Andrews Day, 30<sup>th</sup> November:** Organize an event around the day Golf or Dance etc.

**St David's Day, 1st March:** Wear a Leek and get sponsored. Have a Welsh night.

**St Georges Day, 23<sup>rd</sup> April:** A Traditional English meal. Morris dancing. Wearing a red rose.

**St Patrick's Day, 17<sup>th</sup> March:** Hold a Ceilidh dance or just an Irish and Irish themed event.

**Santa's Grotto:** Pull on your white beard and brush-up you're *ho-ho-ho!*

**Scavenger Hunt:** Variation on the treasure hunt where participants have a list of items to collect



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**Smarties Tube Appeal:** Give out **free** tubes of **Smarties** to your employees. In return, ask them to fill the tubes with 20p pieces. Just give us a call and let us know how many tubes of **Smarties** you need!

**Stationary Cycle:** Don't fancy the map reading? Forget cycling to Paris, but cover the same distance at the gym.

**Strawberries & Cream:** Bring the taste of Wimbledon to your event, with this summery refreshment.

**Swear Box:** A great one for the office. Spend a £1 for every \$@\*£\$! uttered!



T

**Talent competition:** Discover Britain's next big thing with your own talent show. Charge entry and offer prizes

**Teddy Bear's Picnic:** Organise a tea party and sell or raffle a Zoë's Bear. Contact Kirstie Nichols on [kirstie@zoes-place.org.uk](mailto:kirstie@zoes-place.org.uk) to get special Zoë's Place Teddy Bears to use at your event!

**Teddy Bear's Tombola:** Have a tombola of Teddy Bear's and or other soft toy's

**Tin Can Alley:** Traditional fair game. Knock down the stack of tin cans and win a prize

**Tombola:** Pick a raffle ticket out of a barrel and match it with a ticketed prize. Fair & fete favourite

**Toy Sale:** In the run up to Christmas, toy sales can be big fundraisers

**Treasure Hunt:** Sniffing out the clues, teams compete against each other to discover the 'hidden treasure'

**Tuck Shop:** Sell sweets, crisps, cake, drinks, etc, at an event or just run a regular tuck shop in

U

**University Challenge:** Have a sponsored competition at school or work or hire a local hall or you can charge an entrance fee.

**Unwanted Presents:** Arrange a post-Christmas sale of unwanted gifts or donate any unwanted gifts to Zoë's Place. We can use them as raffle prizes!



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## V

**Valentine Ball:** Organize a valentine ball.

**Variety Show:** Comedians, magicians, singers, dancers & musicians all under one roof.

**Vehicle Rally:** Well-organised car and bike shows are great crowd pullers and fantastic fundraisers.

**Volunteer:** Why not give up your time to come and help out at the hospice? We always need plenty of help in the Fundraising Team and there are plenty of projects you could get involved with.

## W

**Waste Paper:** Collect waste paper and sell to recycling companies.

**Water Sports:** Let others splash out as you splash in. Teach water sports or get sponsored to take part.

**Waxing:** A hair-raising experience for the boys. Get sponsored to wax your legs or chest.

**Weight of the Cake:** Fair game. Pay to guess the weight - and win the cake if you're right.

**Wellie-throwing:** Fun for every fete and fair. Throwers compete to see whose wellie goes furthest.

**Wheelbarrow Race:** Get as many people as you can and have a wheelbarrow derby.

**Whiskey Raffle:** Charge a pound a ticket, and pick a winner for every 25 sold. Check licensing and raffle laws.

**Wine & Cheese:** Ask supermarkets to donate the wine and cheese. Sell tickets, and produce to take away.

**Wine Tasting:** Hold a tasting sessions for wine companies; you could charge commission on wine sold, sell tickets for entry, or even run a water and wine table!



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## X

**X-Factor:** Hold your own competition and get sponsors for the event and charge an entrance fee

**Xmas Evening:** Stock up on crackers, pudding and mince pies.

**Xmas Hampers:** Make up and sell your own Xmas hampers. Include food, drink, toys and gifts.

## Y

**Yacht Racing:** Participate in regional or national events. Seek sponsorship from local clubs and businesses.

**Yard of Ale:** Challenge yourself and others to a lengthy drinking contest. Charge entry fee.

**Yellow Day:** Charge your employees to wear yellow to work day!

**Yoga:** Have a sponsored yoga competition



## Z

**Zoë's Place Merchandise:** We have lots of Zoë's Place merchandise you can sell on our behalf. Anything from ID Lanyards to Teddy Bear Air fresheners!

**Zoë's Place Bear:** Don't forget, if you're holding an event Zoë's Bear would love to pay you a visit!

**Zumba-thon:** hold a Zumba-thon and raise money through sponsorship!



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If you need any support with your fundraising activities, please don't hesitate to get in touch.

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