



Zoë's Place
Baby Hospice

CHALLENGE EVENT Welcome Pack



Thank you for taking on a challenge!

We know it's not easy for anyone to tackle a marathon, climb a mountain or even a Skydive!
...that's why we think you are amazing for doing so!

This pack is designed to get you started, in what we hope will be a successful event for you personally and also for Zoë's Place Baby Hospice. What we aim to do is give you as much information as we can, to enable you to get on with raising sponsorship in your own way with a little more ease.

In this pack you will find our "Putting FUN into Fundraising hints and tips", "A to Z of fundraising Ideas", a Case Study and sponsor form. These will all help you to achieve your fundraising and training goals so you can smash your targets.

Before you get started, here are a few things we'd like to highlight to help you on your way.

Important:

If you are taking on a challenge where the costs are paid from your sponsorship you should explain that part of your fundraising will pay for the costs of the challenge with the balance supporting the work of the hospice.

Sponsor Forms

Your event sponsor forms are enclosed – please ask your sponsors to fill out the form as fully as possible, making sure that their writing is clear to read. Please also include your full name and address. You can use as many sponsor forms as you like, and you are welcome to photocopy our form to continue – alternatively, let us know you need more and we'll post or email some out to you! Make sure you keep your forms safe so that you can make sure that everyone who pledged you a donation can be reminded once you have completed your challenge 😊

Gift Aid

One thing which is particularly important about sponsor forms is Gift Aid. This means that whatever the person pledges, the amount the charity can receive is 25% more through claiming back tax already paid by the individual. This of course means that they must be a tax-payer, and have paid enough tax that year to cover the Gift Aid claim.

It is also very important that on the sponsor form they list their HOME ADDRESS as this is what is required to claim the Gift Aid. Businesses do not qualify for Gift Aid, so putting in a work address means that we can't claim those precious pennies!

The sponsor must also tick the Gift Aid box to confirm that they want us to claim on their donation.

NB: Where a participant is deemed to receive a 'Benefit' such as a Free Place in an event, travel and/or accommodation, then their direct family members cannot Gift Aid their donation.

Keeping track of your sponsorship target

To help keep your fundraising on track, plan regular fundraising initiatives and events to help achieve your target. This will help take the headache out of achieving your targets and ensure that you spread your fundraising over the next few months rather than leaving it all to the last minute!

Check out our Fundraising Hints and Tips and A to Z of fundraising for inspiration!

Collecting sponsorship and getting your donations to us

To help our administration, we ask you to aim to collect your sponsorship within four weeks of the completion of your event. If you have an online fundraising page then all your money is sent directly to Zoë's Place baby Hospice. Easy!

If you have used sponsor forms and need to collect the money, this can be the hardest part! You need to make sure that monies are collected in good time, the earlier the better so that people don't forget! We'd like to point out though that you must take care when handling money, and take the necessary precautions so that you remain safe at all times. If you know it is a large amount of cash, perhaps ask a friend to accompany you or let someone know what you are doing.

As for getting your sponsorship money to us, it's easy as 1,2 3!

1. By post to Zoë's Place baby Hospice, Easter Way, Ash Green, Coventry, CV7 9JG. Send us a cheque for the total amount payable to Zoë's Place Trust along with your sponsor forms.
2. By phone with your debit card and post on any sponsor forms
3. If you are local and can travel to the hospice you are welcome to bring your sponsorship in – please do call before you arrive though to make sure that someone will be available to say hi.



Making time for training!

Taking on a challenge event is designed to be tough, and this event is no different. However, there are lots of things you can do to make the experience a positive experience rather than an all-out suffer-fest!

1. Participate in regular training. Little and often is far better than a heavy session once a week (or fortnight!) This will help condition your body and the chance of injury will be less.
2. Join a group to help motivation! This could be a group that specialize in your activity or just a group of friends. The important thing is to make a commitment to exercise.
3. Log your miles and keep a training diary, the improvements you will notice will give you the enthusiasm to keep to your plan.
4. Google is your friend! From finding suggested training plans to local clubs, you can find many helpful resources to assist your training activities.

Promoting your event

Many participants of events may decide to organize an event to help with their fundraising target. These events can range from a coffee morning to a gala dinner. Within your pack we have included a Letter of Authenticity which, hopefully, will help attract raffle and/or auction items.

We are delighted that you are helping us by raising funds for the Coventry Hospice, but you will need to promote your event effectively to make sure that people know about it to take part. Here are some tips about promoting your fundraising activity effectively and advice about the resources available to help you. In any publicity material it's good to mention that you are raising funds on behalf of **Zoë's Place Trust, Registered Charity Number is 1092545**. This is a signpost to further information about our organization.

Planning your publicity

Make sure that you work out a simple message to get across about your event. Who your target audience is and how are you most likely to reach them. You can use posters, emails, website notices and word of mouth to promote your activity, and it's useful to include details:



Name of activity or event
Date
Time
Location
Your contact details

Highlight the features of your event or activity, and make it clear what people can expect if they donate. You could even state how much you want to raise and explain why you have chosen to support Zoë's Place Baby Hospice. You are welcome to use any of the information on Zoë's Place that you find in this pack, or can ask us directly for help if you wish.

Advertising

Look for different ways of advertising, particularly in places where you are most likely to reach your target audience. Wherever possible try to secure free advertising; if you explain the nature of your fundraising activity, shops and newspapers will often let you advertise for free. Also think about church and school notice boards, community centres, doctors' surgeries or club meeting rooms.

Promoting your event online

- E-mail your friends and colleagues about your forthcoming event (it's cheaper than post!)
- Create an event on Facebook and invite all your friends to come: www.facebook.com
- If you're on Twitter, keep tweeting about what you are up to!
- If you have photos you would like us to post on Facebook to promote your event, please provide images in a JPG format.

Disclaimer and Information for Event Organisers

1. Zoë's Place Baby Hospice Public Liability Insurance only insures Zoë's Place for events directly managed by its own employees.
2. Zoë's Place Public Liability Insurance does not provide cover for events which are managed by other person(s) or organisation(s).
3. Your liability in connection with the organisation of your event is not covered by the insurance of Zoë's Place.
4. You are advised to take out your own Public Liability Insurance to cover the public liability, and other risks, which you are running in connection with the event you are arranging.
5. You should conduct your own assessment of the risks associated with your event, and of the steps you need to take to eradicate or minimise those risks, and you should record identified risks in writing. Guidance on how to prepare a risk assessment can be found at 'www.hse.gov.uk/pubns/indg163.pdf'.
6. If you are in any doubt you are advised to seek independent legal advice about your legal liability in connection with the event that you are arranging, and to arrange for your own insurance against your public liability, and other risks.
7. Zoë's Place, and its employees, are not authorised to advise on insurance products but may be able to supply the names of person(s) or organisation(s) qualified to give such advice.

Let us tell you about the Coventry Hospice



We have been providing regular respite and palliative care to babies and children since we opened in July 2011, and we are very proud to now support around 30 families in the Midlands area, who benefit from our facilities. These families often cannot access this kind of regular support anywhere else, and we are pleased to say that you, as a supporter of Zoë's Place will help us to keep running for many years to come.

Funded almost entirely by public support, we'd like to emphasise that not only do we value each and every supporter, but we know that it's not just the challenge that you are undertaking, but talking about us, fundraising

for us, and making sure that all of your sponsors know what they are donating towards!

The term '*Palliative Care*' refers to pain and symptom management, which is extremely important, particularly in children who can't necessarily communicate their symptoms accurately.

With 5 cot rooms, we are able to accommodate up to 6 babies aged 0-5 at any one time, whose complex needs will be cared for on a one-to-one basis, 24 hours a day. Babies can stay for up to 2 weeks, enabling their families to gain a well-earned rest from their full time care routine. At Zoë's Place we are proud to offer the use of our multi-sensory room, soft-play room, and hydrotherapy bath which are hugely beneficial, but difficult to organise in a home environment. We hope that the equipment at the hospice will not only ease the conditions of our babies and infants, but ease the strains put on their families too. Our garden is fully landscaped, including sensory areas such as a beautiful water feature, wildlife haven, and outdoor play materials and equipment.



We have been supported in many ways by the local community and by local businesses, and hope that we will be able to grow and develop in Coventry over the next few years. Your support is vital to our existence; our hospice supports local services, families, and helps to keep our community safe and accessible, whilst bringing people together through events and fundraising.

Your donation will go towards the running costs of the hospice, which helps us to reach the families who are so desperately in need of our care and support.

Thanks to you, it's all possible!

- **It costs as little as £25 per hour to care for ONE child;**
- **£120 would provide music therapy for ONE child;**

- **£600 would provide care for a 'ventilated' child for 24 hours;**
- **£850 would provide 6 children to go on an outing;**



Kian says 'Thank you'!

If you would like to visit the hospice, please do get in touch. Your friends and family are welcome to come too, all we ask is that you call us in advance to arrange an appropriate time and date.

Thank you for your support

