

18-25 May 2012

Children's Hospice Week

Be a hero



together
for
short
lives



Fundraising ideas





Be a hero...

You can celebrate Children's Hospice Week 2012 by taking part in Superhero Friday on 25 May. It's easy, fun and a great way to make a real difference to the lives of children who are not expected to reach adulthood, and their families.

Superhero Friday can be whatever you want it to be. You can dress as your favourite superhero for the day, hold a hero themed event, or choose to ignore the hero theme altogether and raise money any way you wish. And if Friday 25 May doesn't suit you, you can take part at any time. Anything goes!

However you choose to get involved, you will be a hero for children's hospices!

Superhero Friday

25 May 2012



Where to start...

1

Choose your event

Get your friends to dress as superheroes for the day, have a superhero themed party, hold a pub quiz or a cake stall. The options are endless, so choose whatever you fancy.

2

Decide how to raise the £s

Ask people to dress up and donate (fining those who don't!), hold an event and charge an entry fee, sell cakes or raffle tickets. Of course you can choose more than one money raising idea.

3

Publicise your event

Go to www.childrenshospiceweek.org.uk and you will find everything you need including posters, invitations and sample letters. Tell everyone about your event, including your local newspaper using our template press releases.

4

Enjoy the big day

Superhero Friday is all about having fun. Enjoy being a hero for the day in the knowledge that whilst you are having fun, your fundraising will be making a real difference to seriously ill children across the UK.

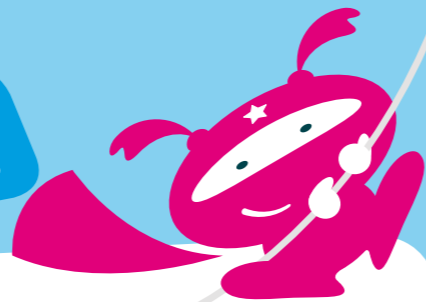
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Pay your money in

Once you've collected in your money please pay it in as soon as possible. The sooner we receive it the sooner we can put it to work!



Some superhero fundraising ideas...



Superhero fancy dress!

It wouldn't be Superhero Friday without superhero fancy dress!



At work

Ask your colleagues to donate £2 and dress up for the day. This could be a full superhero costume or just your superman t-shirt or socks. If you can't be in fancy dress all day you could hold a competition at lunchtime to see who can change from Clark Kent into Superman in the quickest time!

At school

Children of all ages can take part. Using our school resources at www.childrenshospiceweek.org.uk you can decorate your own superhero masks or capes to wear, or rummage in the fancy dress box for a full outfit!

With friends

Why not get into the superhero spirit on your Friday night out? Jazz up your outfit with some superhero touches! Or stay in and hold a superhero party and charge your friends entry!



"Children's hospices are incredible places that help life-limited children, young people and their families. I'm calling on you to be a hero and fundraise for Children's Hospice Week."

Simon Cowell, Patron

Superhero film night

Choose a classic superhero film and find a venue to screen it – it could be your house, your work meeting room, or you might even be able to persuade your local cinema or theatre to show the film for one night.

You can sell tickets and raise even more money by selling sweets, bags of popcorn and drinks. You could even hold a quiz at the end of the film, charging £2 per quiz sheet, to see how closely people watched the film!

Superhero quiz

Hold a superhero themed quiz at lunchtime in your office, or have a quiz night in your local pub. You can write your own quiz questions, or go to www.childrenshospiceweek.org.uk to download ours. Ask your employer or local businesses to see if they will donate a prize.

On the night sell your quiz sheets for £2, and drinks and nibbles to keep people's brains fuelled!

You could suggest people come dressed as superheroes for the quiz and give a donation, and charge those that don't!



Shout about it!

Make sure you publicise your event. Let people know where and when it's happening. Put up posters, use our invitation template to invite your friends and family, send an email to all your contacts, invite your friends on Facebook and tweet about it. And don't forget to let your local press know. You can find all you need at www.childrenshospiceweek.org.uk

More fundraising ideas

If our Superhero ideas haven't taken your fancy, have a glance through these ideas and see what does!

Come dine with me

Organise a dinner party competition. Get together with your friends and take it in turns to host the perfect dinner party. Ask guests for a donation for each dinner.

Smart fundraising

Give everyone you know a tube of Smarties and ask them to fill their empty tube with their spare change.

Five-a-side football tournament

Organise a five-a-side football tournament for friends and colleagues and charge an entry fee for teams. You could also have a collection at half time.



Bad taste day

Invite your friends or colleagues to dig out their worst tie, pull on their worst jumper, gel their hair into a hideous style and enjoy a bad taste day! Ask those who come in bad taste to give a donation, and those that don't to pay a fine!



Wax those legs!

Persuade a couple of willing men to get their legs out and collect donations – the more you get the more you wax!

Caption competition

Get a photo of your manager/chief executive doing something funny or unusual and get everyone to submit a caption for £1. The winner gets 50% of the proceeds.

Raffle

Approach local businesses for prizes, and friends and colleagues for any unwanted presents they may have lying around, and hold a raffle or a tombola.

Cake sale

Ask everyone you know to bake a few cakes and then hold a cake sale – invite your neighbours round or hold it in your office and watch the pennies flood in!

BBQ

Hold a summer bbq at your house or workplace selling hot dogs, burgers, drinks and ice creams, or charge an entrance fee and provide the food for free.

Baby guess who?

Ask colleagues or friends to bring in baby photos of themselves and set up a competition for people to pay £1 to guess who's who. Instant entertainment!



"Just like superheroes, children's hospices are there for people when they need them most. Be a hero and fundraise for your local hospice during Children's Hospice Week."

Holly Willoughby, Patron

Ordinary families, in extraordinary circumstances

There are 23,500 families in the UK with a child who is not expected to reach adulthood. Children's hospices offer care and support to the whole family through a range of different services.



Support in the home

"For a parent it is both physically and emotionally draining when you have a child with a complex healthcare condition. You're constantly tending to them because it's like having ten kids rolled into one, due to their needs being so intense. So to be able to get a few hours rest is amazing as it allows you to have a moment where you can get the chance to do a few things at home. It also enables you to have the chance to get your head together, recharge your batteries and for me to spend time with Miles' brother Lance." *Risa, Miles' mum*



Therapies

"For Aiza the regular visits from the hospice Play Specialist, Deborah, are really important. Aiza loves having her room transformed into a sensory playground, combining light and sound. With poor vision and only a small amount of flexibility in her hands Aiza responds particularly well to music and sound. The equipment that Deborah uses enables her to experience and understand sound, music and touch as a sensory activity. Aiza also enjoys feeling different textures which, combined with a story, help her to visualise, follow and understand." *Aasam, Aiza's dad*



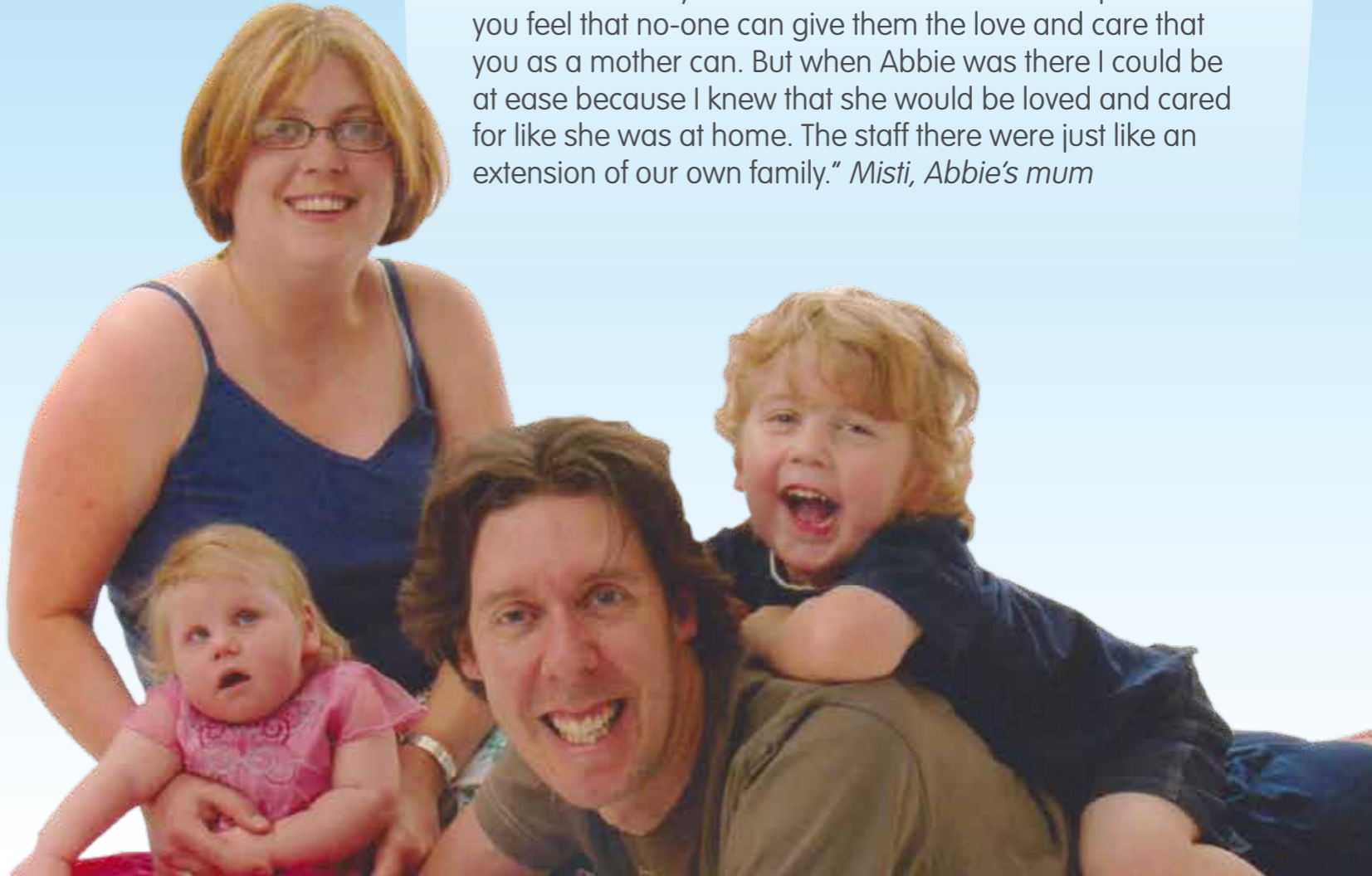
Family bereavement support

"The support that we had after we lost Dexter was so incredible. It meant that during the most difficult days of our lives, there was someone guiding us through all of the things that still need to be done. There's no pity or negative energy, just people who have helped so many families through the worst experience of their lives, holding your hand, literally and metaphorically, the whole way. They know how to make you feel like you will feel normal again, even though your life will never be the same." *Kristianne, Dexter's mum*



Care in the hospice

"When we first visited the hospice we found it very bright and welcoming and the thought is to enjoy life and the time we have. When you have a child whose life is so precious you feel that no-one can give them the love and care that you as a mother can. But when Abbie was there I could be at ease because I knew that she would be loved and cared for like she was at home. The staff there were just like an extension of our own family." *Misti, Abbie's mum*



Every penny that you raise...

...will make a lifetime of difference to children with life-limiting illnesses, and their families.

- £1
- £5
- £10
- £25
- £50
- £150
- £500
- £1,500
- £15,000

Just £1 could pay for a child's oxygen mask.

£5 could pay for a ten minute telephone conversation at 3am with a parent who 'just needs to talk'.

It costs around £10 to change a child's drip.

£25 could pay for a music therapy session for a child, giving them the opportunity to express themselves.

Just £50 could pay for an hour of nursing care for a child at home.

£150 could pay for an hour of nursing care for one child in a children's hospice.

£500 could pay for a short break for the whole family at a children's hospice, providing some much needed rest and family time.

It costs £1,500 for an extended short break at the hospice for the entire family.

£15,000 could fund a Care Assistant for one year.



"Be a hero and get involved in Children's Hospice Week by taking part in Superhero Friday – a special day of hero inspired fundraising activities." Max Clifford, Patron



How to pay in your money

By post

Please make cheques payable to 'Together for Short Lives' and send them to: Children's Hospice Week, Together for Short Lives, Fourth Floor, Bridge House, 48-52 Baldwin Street, Bristol, BS1 1QB.

By phone

Give us a call and make a donation over the phone. Just ring 0117 989 7820 – we always love to hear from you!

Online donation pages

Any money collected on online donation pages, such as JustGiving or Virgin Money Giving, will be paid directly to us.

Follow us

Catch up with the latest Children's Hospice Week news through our social media sites.



Facebook – Like our Facebook page



Twitter – Follow us on Twitter



YouTube – Watch our videos from Superhero Friday on YouTube



Flickr – Check out our superhero photos on Flickr and share your own

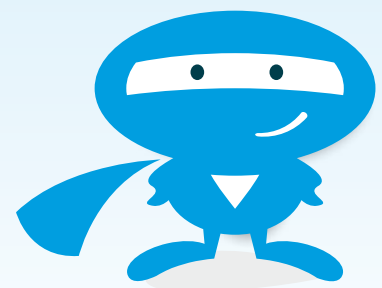
This list is an example of some of the things your donation could help fund - the exact costs will vary across hospices. Children's hospices will use any money received where they need it most.



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