

Your guide to fundraising

acorns

Your local children's hospice





Bluebell enjoying the hospice gardens

What we do

A parent never imagines their child will be diagnosed with a life limiting or life threatening condition. But when the unimaginable happens, Acorns Children's Hospice steps in, helping families cope at every stage of their child's life and beyond, wherever and whenever they need it. We're here to provide specialist palliative care 24 hours a day, 365 days a year for local children and support for their families.

We provide care for over 700 children like Bluebell each year in our three hospices in Birmingham, the Black Country and the Three Counties, as well as in the family home and community.

Our hospices provide a home from home environment where children can take part in a variety of fun and therapeutic activities, from arts and crafts sessions to hydrotherapy. Children visit Acorns for short breaks, end of life and emergency care, whilst providing families with a much needed break from caring round the clock.

We understand that family time is precious when a child's life is limited, and we support families in any way we can to create lasting memories.

Acorns is here to help families feel equipped to cope at every stage of their child's life with our dedicated team offering psychological, emotional and practical support. Our team of health and social care professionals provide a range of services including bereavement support, advocacy and a number of dedicated support groups.

The difference your fundraising makes

By choosing to fundraise for Acorns you are helping us to make every day count for the children and families we support, thank you.

In the past year we have cared for over **700 children** and **900 families** across the region, including those who are bereaved. It costs around **£10 million** a year to provide our vital care services¹.

We rely heavily on people like you to fund the majority of this amount and so every bit of fundraising, no matter how big or small, helps us to make a real difference to the lives of the children and families who need us.

£50 could fund one hour of Outreach – care and support for the family in their home or the community

£100 could provide the funds for a family to stay at Acorns overnight

£500 could enable us to take a group of 30 siblings on a trip

£975 could provide the funds for a child to have a 24-hour short break in the hospice



"I'm the only person at home who can take care of Jack so knowing he has this facility is really reassuring. Without Acorns, if I was ever taken ill, I'd be really stuck." - Jack's mum, Catherine

"When Ella passed we found out how special Acorns really was. The facilities, support and help we received during that time was unbelievable." - Ella's mum, Kirsty

¹ All figures for the year From 1 April 2021 to 31 March 2022 are based on 2021/22 accounts as reported online at acorns.org.uk/publications

Fundraising ideas



On your own

Run, swim or cycle

Get active by taking part in a sporting challenge, get fit and raise money in the process!

Brave the shave

Raise money through being sponsored to shave off your hair, beard or eyebrows.

Give it up

Give up one of your guilty pleasures like chocolate, alcohol or TV and get sponsored!

Spare change

If you have lots of spare coins lying around why not save them and donate to Acorns?

Get crafty

Do you like knitting or making jewellery or greetings cards? Help raise money for Acorns by selling your handmade items.



At work

A day's wages

Donate a day's wages to Acorns and be sure to ask your employer to match it!

Dress up or dress down day

Why not have a dress up day or casual Friday, asking for a donation in return? You could also bake some treats to sell!

Charity sports

Hold a charity football match or sports day with your colleagues, ask for a donation to play or sponsor the participants.

Pay for a Day

Could your workplace Pay for a Day at one of our three hospices? Raise £7,000 to fund 24 hours of vital care at one of our hospices.



With family and friends

Quiz night

Host a charity quiz, this could be themed or general knowledge. Charge for entry and include a raffle to raise extra funds.

Fundraising groups

Join your local fundraising group or set up your own with your friends and family. From glamorous balls to bake sales, our fundraising groups do it all.

Bucket collection

Arrange a bucket collection with your friends at your local supermarket or community event.

Acorns events

Check out our events calendar at acorns.org.uk/events to see what activities we've got going on. There's something for everyone from fetes to skydives!



In the community

Coffee morning or bake sale

Make coffee or bring in cakes and ask for donations.

Tabletop sale

Organise a tabletop sale with the proceeds going to Acorns.

Raffle

Ask local businesses to donate prizes and organise a raffle.

Have a party

Whether it's in a classroom, town hall or a full blown street party. Invite everyone along to enjoy party food and games, in exchange for cash.

Make your fundraising great

Simple tips to maximise your fundraising

Set up a JustGiving page

JustGiving pages are a quick, simple and secure way to collect donations. It's easy to share your story, raise money and track your fundraising using this online tool. Plus if you're organising an event, even those who can't attend can still make a donation.

www.justgiving.com/acorns

Set yourself a target

Setting a target of how much you want to fundraise gives you a goal to aim towards. Share this target with your friends and family and it may encourage them to give more. Don't be afraid to be ambitious - supporters are often surprised at how quickly the money adds up. If you reach your target sooner than expected, raise your target!

Download resources

Be sure to download our free fundraising materials from acorns.org.uk/fundraisingideas. We've got lots of things to help you, from sponsorship forms to family stories you can share to show the difference fundraising makes.



Spread the word

Don't be afraid to tell as many people as possible about what you're doing. Using social media is a great way to get the word out to friends, family and colleagues. Telling people why you're raising money for Acorns is a good way to help motivate them to get involved.

Gift Aid

Don't forget to ask people to Gift Aid their donation if they are a UK taxpayer. Gift Aid is a scheme introduced by HM Revenue and Customs which allows Acorns to claim an extra 25p for every £1 donated.

Match funding

Local companies often run match funding schemes where they will match the amount you raise. Think about which companies you know that may be interested in doing this (e.g. your workplace) and don't be afraid to ask them.

Considering a larger event?

Watch the clock

Creating a plan and sticking to it can really help to make your fundraising a success! Everyone has busy lives to lead, so be sure to give yourself plenty of time to reach your target or plan your event and make the most of your fundraising.

Assemble your team

Ask friends and family to help you organise your event, you could even set up a group or committee to help you. Not only does it help to spread the workload, but they might have some good contacts that can support or promote your event.

Find a great venue

If you're holding a fundraising event think about whether you want it indoors or outdoors, the size of the venue you require and what facilities or equipment you may need. Don't forget to mention that your event is for charity, you may get the venue for a reduced rate or even for free!



Keep an eye on your budget

If you need any equipment for your event check first if you are able to borrow it. Asking local businesses to donate prizes is also a great way to keep costs down, meaning more money can go towards your target and our care for local children.

How to pay in your money

Once your fundraising activity is complete it's important to thank everyone that's been involved and be sure to tell them how much money you've raised! It's also a good chance to chase people for any last minute donations.

Paying in your money couldn't be simpler

Pay it in online at
acorns.org.uk/payfunds

By paying your money in online you'll be saving Acorns money in processing fees.

Send a cheque payable to Acorns Children's Hospice in the post to in the post to
Supporter Services, Acorns Children's Hospice,
Drakes Court, Alcester Road, Wythall, Birmingham
B47 6JR.

If you need help, give us a call on **01564 825 037**

How we can help

Whether you need some materials or just have a quick question, we are here to help you with your fundraising.

If you're fundraising by yourself or within your community please contact our Fundraising Team on

01564 825 037

supporter.services@acorns.org.uk

Find out what life is like at our hospices

 **[acornschilrenshospice](https://www.facebook.com/acornschilrenshospice)**

 **[acornshospice](https://twitter.com/acornshospice)**

 **[Acorns Children's Hospice](https://www.linkedin.com/company/acorns-childrens-hospice)**

 **[acornshospice](https://www.instagram.com/acornshospice)**

 **[acornschilrenshospice](https://www.tiktok.com/@acornschilrenshospice)**

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[acorns.org.uk](https://www.acorns.org.uk)