Your guide to fundraising

acorns children's hospice

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 steps in, helping families cope at every stage of their child's life and beyond, wherever and whenever they need it.

Our dedicated teams provide specialist palliative care for children and young people from our three hospices, based in Birmingham, Walsall and Worcester, and in the community.

Every year, Acorns cares for more than **800 children**, and around **1,100 families**, including those who are bereaved.

We need **£40,000 per day** to provide our care and support services and we rely on donations and fundraising by the community for **over 75%** of this amount. This helps fund specialist nurses, hospice care, community support and therapies for children and families across our region.

Your support will help us be here for even more local life-limited children and their families when they need us most.

The difference your fundraising makes

By choosing to fundraise for Acorns you are helping local children and their families receive vital care and support now, and long into the future. Every donation, big or small, makes a difference to children with short lives.

Your support means care remains constant for families like Oliver's. Oliver was diagnosed with stage five chronic kidney disease, a life threatening condition that meant his kidneys were close to failure and he would need a transplant. He was put on dialysis at five months old.

Acorns support Oliver and his family with respite stays, enabling his parents to take a much-needed break from providing the non-stop care he needs.

Dad John explains: *"Oliver's diagnosis was a real shock to the system. We were living day by day and were feeling so overwhelmed; travelling back and forth to hospital for treatment and trying to keep on top of his medicines and care, it was constant. There aren't many people who can look after Oliver. But we knew the nurses at Acorns could care for him and give us the break we really needed. We're so thankful Acorns exists. Acorns was there when we really needed it. It's an absolute godsend."*

£46 **could help fund the resources our specialist Community Nursing teams need to provide respiratory physiotherapy to a child in the family home.**

£90 **could fund a music therapy session to help enhance a child's cognitive skills, coordination and memory.**

£700 **could fund a suction machine, used to help clear the airway of a child and relieve discomfort.**

£1,994 **could provide the funds for a child to have a 24-hour nurse-led palliative rehabilitation stay in one of our hospices.**

All figures for the year From 1 April 2024 to 31 March 2025 are based on 2024/25 accounts.

acorns.org.uk/fundraising

Fundraising ideas

Whether you are fundraising on your own, at work or school, with family and friends, or in your local community, there are lots of simple ways to show your support for Acorns. Whatever you choose to do, we're here to support you every step of the way.

Foodie fundraising

Invite people to showcase their creative and culinary talents with a cake or samosa sale, with proceeds from your selection of tasty treats going to Acorns. Or host a cheese and wine evening or bring and share lunch and ask people for a donation to take part.

Prize for your pennies

Organise a raffle, tombola or auction. Prizes don't have to be budget breaking - see if local businesses will donate items/vouchers or if you're in an office, you could offer work-based incentives like a bonus day of annual leave. Or ask us for one of our Acorns sweepstakes.

Celebrations and special occasions

Whether you're celebrating a birthday, wedding, anniversary, workplace milestone or other important occasion, ask people for a donation to Acorns in lieu of presents and cards.

Sponsored challenge

Collect donations in support of your New Year's resolution or bucket list challenge. How about braving the shave and giving yourself a new look by shaving off your hair, beard or eyebrows? Or could you give something up for Acorns and get sponsored to go without your favourite guilty pleasure such as chocolate or alcohol for a set period of time.

Alfresco fundraising

Throw a fete, family fun day, open garden or BBQ and bring everyone together outdoors to raise money for a great cause!

Dress down day/Fancy dress

Host a dress down day/casual Friday in your office or school, or invite people to show off some creative flair with a fancy-dress competition, in exchange for a donation to Acorns. You could even host a Go Orange for Acorns day!

Get your game on

Whether you're into online gaming, streaming, card or board games, host a competitive evening with your followers, friends or family to raise money for Acorns. You could even hold a 24-hour streamathon!

Feeling fit?

Challenge yourself to complete 100 exercises a day for a month, support Acorns through your sports club or even host your own sports day.

FUNdraising

Put the 'fun' into fundraising by holding a quiz, a barn dance, or Ceilidh or organising a black tie dinner or ball and asking for donations from people to attend.

Sign up for an Acorns event

Whether you're looking for a fun family day out near you, an adrenaline-pumping individual challenge or a community event, we have something for you! From charity walks and running events to sponsored skydives and overseas challenges for the more adventurous, we offer many unique experiences throughout the West Midlands and further afield. Visit **acorns.org.uk/events** to find out more!

If you need further inspiration, have any questions or would like resources to help boost your fundraising, please contact a member of our team today:

01564 825 037 | supporter.services@acorns.org.uk

Make your fundraising great

Simple tips to maximise your fundraising

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 - you might be surprised at how quickly the money adds up. If you reach your target sooner than expected, raise your target!

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**

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. To learn more about Gift Aid, **visit our website**.

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.

Fundraising resources

We've got a range of free resources from sponsorship forms and poster templates to family stories you can share to help show the impact your fundraising efforts will have. To request copies, please email **supporter.services@acorns.org.uk**

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 it legal

Don't forget to think about any licences or additional insurance that you may need, such as for public collections, raffles or if playing recorded music at your events. This might sound daunting, but it's usually very straightforward – and your local council can advise.

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

Paying in your money couldn't be simpler.

By BACS*:
Acorns Children's Hospice
Barclays Bank
Sort Code 20-07-90
Account 40153702

Online:
Visit **acorns.org.uk/payfunds**

By post:
Send a cheque payable to Acorns Children's Hospice in the post to **Supporter Services, Acorns Children's Hospice, Acorns House, 103 Oak Tree Lane, Selly Oak, Birmingham B29 6HZ**

By phone:
Call our team on **01564 825 037**
Monday – Friday
9:00am – 5:00pm

How we can help

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

01564 825 037

supporter.services@acorns.org.uk

Find out what life is like at our hospices

acornschildrenshospice

Acorns Children's Hospice

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acornshospice

Registered charity no: 700859 Registered in England company no. 2036103.
Registered office: Acorns House, 103 Oak Tree Lane, Selly Oak, Birmingham B29 6HZ.

Registered with FUNDRAISING REGULATOR

acorns.org.uk