

Challenge Fundraising Guide



Alexander Devine
Children's Hospice Service



Registered with
FUNDRAISING
REGULATOR

Reg. charity number 1118947



WHO WE ARE

Alexander Devine Children's Hospice Service is a local charity that provides specialist care and vital support to children with life-limiting and life-threatening conditions, and their families, across Berkshire and into surrounding counties.



Alexander Devine

John and Fiona Devine set up the charity in memory of their extraordinary little boy who in early 2006, aged just eight, sadly passed away from a rare brain tumour. Their personal experience, and subsequent extensive research, led them to realise that there was a vital need for a local children's hospice service with a hospice facility in Berkshire.

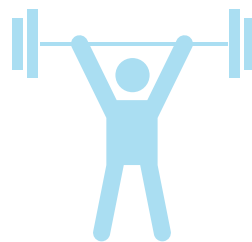
VISION & AIMS

We deliver palliative care to children and families through an holistic approach that meets the individual needs of each child and their family.

Our vision is to provide a service within Berkshire and into surrounding counties that will give children and families the choice of care and support from a skilled and dedicated team.

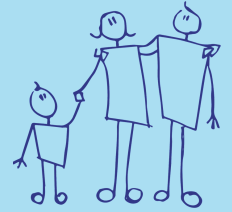
OUR MISSION

Reaching out to every child and family that needs us, offering support and care from people who understand



THE NEED FOR OUR SERVICE HAS NEVER BEEN GREATER

200+



children and families currently supported by Alexander Devine



2,765+

children in Berkshire and the surrounding counties with life-limiting or life-threatening conditions and research shows that this number is likely to increase by a further 11% by 2030



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Alexander Devine stepped in and made such an unforgettable impact on our lives

THE DIFFERENCE YOU CAN MAKE



WHAT IT COSTS

The specialist care and support is free of charge for families. But it costs

over £3million each year

just to maintain our current level of care.

With very minimal government and NHS funding, 83% of what our charity needs to meet the cost of running our service, comes from donations, fundraising and gifts in Wills.

This means for every one hour of specialist care and support that we provide to each child and their family, only 10 minutes is funded by statutory sources.

ONLY 10 minutes each hour is funded



The support we receive from individuals, businesses, schools, community groups, clubs and volunteers enables us to run our vital children's hospice service across the whole of Berkshire and the surrounding counties



HOW YOU CAN CHANGE LIVES

£17

could provide a memory box for a bereaved family, full of things to treasure forever

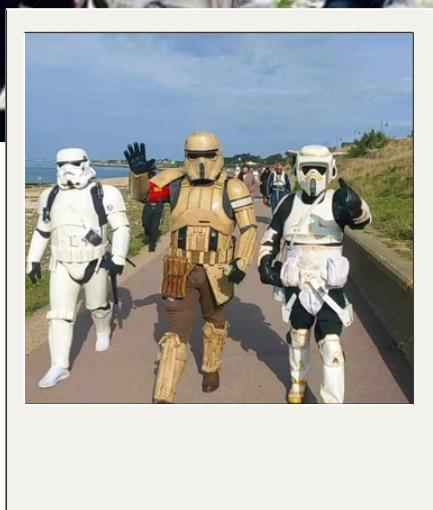
£118 could pay for a visit from a Clinical Nurse Specialist to help improve a child's quality of life through symptom management

£52 could give a child with complex healthcare needs an hour of specialist care from an Alexander's Nurse

£442 would fund a day at our hospice for a seriously-ill child, with plenty of fun and play as well as specialist clinical care

£96 could pay for a Splash session in our hydrotherapy pool, time for a family to come together and have fun

£1,440 could pay for a child with complex healthcare needs to stay with us overnight at the hospice



GO THE EXTRA MILE

Super star supporters Joker Squad, a group of intergalactic allies who come together to embrace their love of the Star Wars franchise, completed a twenty-mile shore walk challenge in September 2023. Raising over £4,500 the team completed the entire challenge in their amazing costumes, despite the hot weather - well done stormtroopers!

"The walk was physically challenging with the added difficulty of doing it in full costume over rough terrain. The Squad dug deep and pulled together crossing the line as one team, exhausted but closer for the experience." **Dan, Co-Founder of Joker Squad**

Need inspiration or support? We can help!

Our Community Fundraising Team are here to support and encourage you at every stage of your fundraising journey.

If you have any questions or need any help, reach out to us at:



fundraising@alexanderdevine.org



01628 822777



SPREAD THE WORD



Go social

Social media is a fantastic way to let friends, family and people in your community know about your event. It can help you raise funds to reach your fundraising target whilst also raising vital awareness for our children's hospice service.



TOP TIPS

- 1 Regularly share the link to your online fundraising page. You can do this in the run up to, on the day of and after your event.
- 2 Post updates on your progress with photos, you can then share these onto your online giving page as well as on your social media. Why not link your Strava account to show everyone your progress?
- 3 Set up a group or event on Facebook and invite people to 'like' or attend it.
- 4 Start your own hashtag and ask your friends and family to use it. Share your event with contacts or local celebrities and encourage them to share too.



Go local



Don't underestimate your local newspaper - they're sure to be interested in your fundraising and your personal story, especially if you are doing something quirky or unique! Why not email them about your challenge or event? After your event, don't forget to send high-quality pictures taken on the day!

For advice on how to get your story into local paper, guidance on social media and press release templates, please reach out to our Fundraising Team:

fundraising@alexanderdevine.org



Join us online

Follow us for all our latest news, fundraising updates and everything Alexander Devine. Make sure to tag us and share your photos, we'd love to share them and see all your online updates - we'll help you reach your goal.

 [AlexanderDevineHospice](https://www.facebook.com/AlexanderDevineHospice)

 [Alexander Devine Children's Hospice Service](https://www.linkedin.com/company/Alexander-Devine-Childrens-Hospice-Service)

 [alexanderdevinehospice](https://www.instagram.com/alexanderdevinehospice)

 [alexanderdevine](https://twitter.com/alexanderdevine)

YOUR SPONSORSHIP



Sponsorship is the best way to boost your fundraising and get your friends, family and colleagues behind you. Sharing your personal story can encourage support too. Every person reached and pound raised makes a huge difference,

Online

It only takes a few minutes to create your own online personal fundraising page. You can share your page link on email, Facebook, Instagram or LinkedIn to let everyone know your exciting plans. You could use:

Just Giving

<https://www.justgiving.com/adcct>

Enthuse

<https://alexanderdevine.enthuse.com/profile>

They're all easy and safe to sign up to and are a quick and simple way to collect donations towards your challenge

Offline

If you have family and friends who aren't online, or would prefer to ask people in person to sponsor you, you can also raise money offline.

Find the form in your Fundraising Pack when you sign up and let us know about your challenge.

Download more sponsorship forms [here](#).



giftaid it

Don't forget to encourage your sponsors to Gift Aid their donation if they're a UK taxpayer - it means we can claim an extra 25p for every £1 donated!

Ready, set... FUNDRAISE!

How to raise
£1000 towards
your challenge

£50

Cake Sale

Sell 25 cakes for £2 each (£50 or charge 10 friends £5 to enter a bake off contest.



£250

Bag Pack £200

Ask your local supermarket if you and your friends can bag pack for donations. You can also help spread the word about us!



£250

could fund everything our specialist play team need a month to give children opportunities for play.

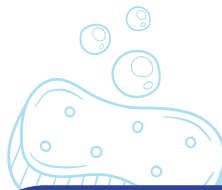
Summer BBQ £160

Sausages, burgers, fish or veggie. Ask for donations and hold a raffle!



Auction of services

From DIY to dog-walking, car-washing to gardening, 5 jobs at £10 each.



£300

£500

Collection tins £40

Put our tins at work, your local shop, school gym or pub.



£576

could pay for six Splash sessions in our hydrotherapy pool, time for a family to spend time together and have fun!

Table top sale £80

Make, decorate or donate items, or sell unwanted items on eBay. Ask our team for seasonal items you can sell for us.



£580

£750

Casual dress in the office £50

Pick a theme and charge £2 for your colleagues to take part, add a cake sale to raise even more.



£700

Quiz night £120

Invite 20 people at £6 per ticket. Your local pub may well donate the first drink!



£884

would fund two days at our hospice for a child with a life-limiting or life-threatening condition.

£1000

Match Funding

Many companies will match fund your fundraising up to £250.



You did it!

Congratulations! Now you are ready for your challenge!

And thank you, your fundraising will make a huge difference.

PAYING IN YOUR FUNDRAISING



Congratulations - you've done it!

We're thrilled that you chose to fundraise for our children's hospice service and are so grateful for all your amazing efforts!

If you have set up an online giving page then all those funds will be coming directly to us so you don't need to worry, but if you raised any cash during your fundraising, here's how to get it to us.



PAY ONLINE



Please visit <https://alexanderdevine.enthuse.com/donate> to make a payment online using a debit or credit card.

BY PHONE



Please call our fundraising team on 01628 822777 (Monday-Friday, 8.30am-4.30pm) to make a payment over the phone using a debit card or credit card.

BY CHEQUE



Made payable to: Alexander Devine Children's Hospice Service, Snowball Hill, Maidenhead, Berkshire, SL6 3LU



thank you!

The legal bit...

If you're holding your own event, it's important to make sure your event is safe and legal, as well as loads of fun! So there are a few things you need to know. Visit [our website](#) to read our fundraising terms and conditions and download our supporter guidelines.



Any questions? Contact us

Alexander Devine Children's Hospice Service
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Berkshire
SL6 3UA



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