



Alexander
Devine
Children's Hospice
Service

Will you help us ?

#ROCKTHEBLUE

for Children's Hospice Week

16th - 20th June

YOUR #ROCKTHEBLUE FUNDRAISING PACK

This Children's Hospice Week, join Alexander Devine Children's Hospice Service and rock Alexander's favourite colour in your own blue themed challenge!

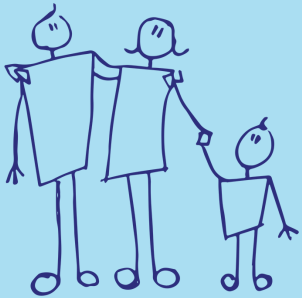
- **Why your support matters**
- **Setting up your fundraising**
- **BLUEming brilliant ideas**
- **#ROCKTHEBLUE**
fundraising resources

#ROCK THEBLUE



THE DIFFERENCE YOU CAN MAKE

You can make a huge difference to local children with life-limiting and life-threatening conditions, and their families. By choosing to #ROCKTHEBLUE for Alexander Devine and raising vital funds, you can help change their lives.



200+ children

with complex healthcare needs and their families are currently supported through our specialist service. But we know there are so many more who are in need of our vital care and support.

Research shows there are over 1,370 children with life-limiting and life-threatening conditions in Berkshire alone and this number is likely to rise by at least another 11% by 2030.



£ 3 million

is the cost of running our lifeline children's hospice service each year.

We rely nearly entirely on fundraising, donations and gifts in Wills to fund our vital work. So, very simply, without amazing people like you, our children's hospice would not exist.



“

Our idea of the support and services the hospice would provide could not have been more wrong.

Our initial thoughts were end of life support however it has been so much more than this.

Alice has been involved in classes at the hospice, daycare and last year even did a stay at the hospice where she was very impressed by having her own lanyard. We feel so lucky to have access to such a wonderful service.



SETTING UP YOUR FUNDRAISING

It couldn't be simpler to #ROCKTHEBLUE.
It's as easy as 1, 2, 3!

1

Choose your own, inventive #ROCKTHEBLUE challenge and [register to create your RTB fundraising page with Alexander Devine here.](#) Stuck for ideas? Check out our favourite blue themed challenges on page six.

2

Share your challenge! Spread the word on social media, through your friends, family and work, and don't forget to use our handy fundraising resources too.

3

#ROCKTHEBLUE in June (or whenever suits you), then celebrate your incredible achievements!

Your dedicated fundraiser will be in touch to support you every step of the way, but if you need any other help at all please reach out to our team at fundraising@alexanderdevine.org.



HOW WILL YOU #ROCKTHEBLUE?

There are so many ways you could rock Alexander's favourite colour, but here are some of our top blue themed ideas...



Blue
Bake Sale

Blue
Tie Day

Blue
Run, Walk or Cycle

Blue
Wig Day



Blue
Beards

Blue
Office Party

Blue
Dress Down Day



Sing the



Blues

Blue
Quiz



Anyone for a Blue Brew?!

Host your own blue brew coffee morning with friends and family, in your community or in your office to **#ROCKTHEBLUE** and raise vital funds for your local children's hospice service.



Top Tips

- Encourage attendees to bring their best blue bakes.
- Set a target and ask for donations upon entry or in exchange for cake. You could even hold a tombola.
- Decorate and go blue with our **#ROCKTHEBLUE** bunting and cake flags.
- Ask your guests to wear something blue!



YOUR FUNDRAISING RESOURCES

To get you started, on the next few pages you'll find some of our fantastic, digital #ROCKTHEBLUE fundraising resources, which you can print and use to support your fundraising efforts.

Your dedicated fundraiser is also on hand to provide you with T-shirts, balloons, presentations and lots of other great materials, so just get in touch!



CAKE FLAGS



Simply cut along
the dotted line,
fold around a
cocktail stick and
glue together.

We're going to...

#ROCKTHEBLUE

16th - 20th June

for Children's Hospice Week

in aid of



Alexander
Devine
Children's Hospice
Service

DIY BUNTING



**Alexander
Devine**
Children's Hospice
Service

Reg Charity no. 1118947

Cut each flag along
the dotted line and
then cut out the
marked circles.
Weave string or
ribbon through each
hole to make your
line of bunting!

Reg Charity no. 1118947

**ROCK THE
BLUE**

in aid of



Alexander
Devine
Children's Hospice
Service

Congratulations to

You helped us

#ROCK
THE BLUE

this children's hospice week

THE DIFFERENCE YOUR FUNDRAISING CAN MAKE

Every penny you raise makes a

BIG
difference



£17

could pay for a memory box for a bereaved family



£52

could pay for an hour of specialist care from an Alexander's Nurse



£70

would give a sibling the chance to get together, play and have fun at a special sibling day



£96

could cover the cost of a splash session in our hydrotherapy pool, time for a family to come together and have fun

£442

could fund a day for a child at the hospice, giving them time for fun and play as well as specialist care





#ROCK
THEBLUE



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Alexander Devine Children's Hospice Service is the operating name of Alexander Devine Children's Cancer Trust.
A company limited by guarantee registered in England and Wales No. 5757493. UK Registered Charity No. 1118947.

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