

# Challenge Fundraising Guide





# WHO WE ARE

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



Alexander Devine

The charity was founded by John and Fiona Devine in memory of their son Alexander who sadly passed away from a rare brain tumour in 2006 at the age of eight. Their personal experience led them to realise a desperate 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



“

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

**£3.4 million each year**  
just to maintain our current level of care.

With very minimal government and NHS funding, 85% 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 9 minutes is funded by statutory sources.

**ONLY**  
**9**   
**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



**£18**

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

**£55**



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

**£101**



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

**£124**



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

**£464**



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

**£1,512**



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](mailto: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](mailto: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/)



# 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/adccct>

### 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!



### Summer BBQ

**£160**

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



**£460**

### Collection tins

**£40**

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



### Auction of services

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

**£300**

**£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

### 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.

thank you!



## Any questions? Contact us

Alexander Devine Children's Hospice Service  
Snowball Hill  
Maidenhead  
Berkshire  
SL6 3UA



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[www.alexanderdevine.org](http://www.alexanderdevine.org)



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