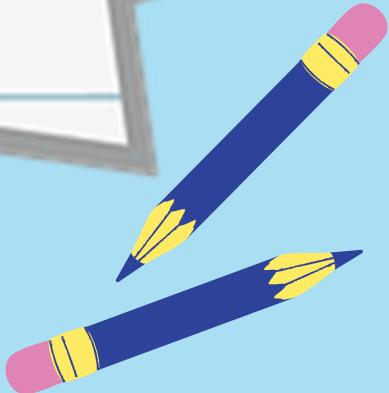




# SCHOOLS PACK



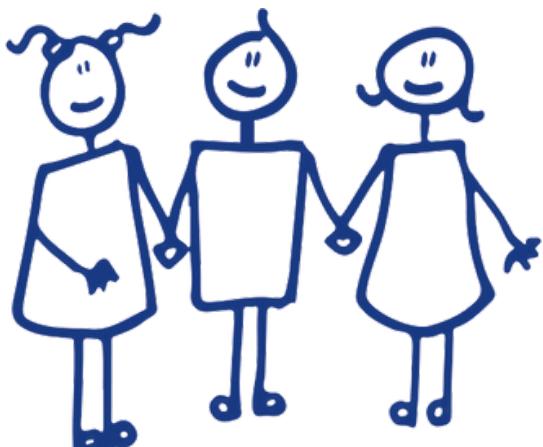
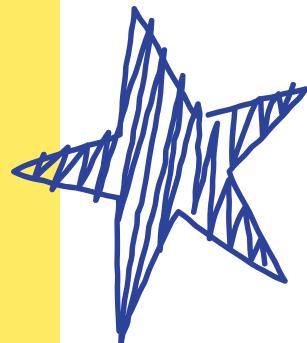
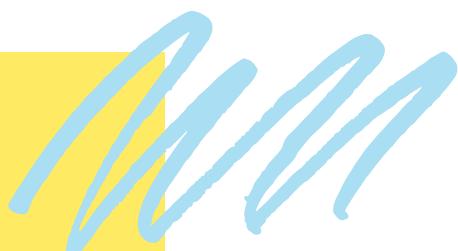
**TOGETHER WE HAVE THE  
POWER TO MAKE A DIFFERENCE**

# WE NEED YOUR SCHOOL'S HELP

Your school can make a huge difference to local children with life-limiting and life-threatening conditions, and their families. By choosing to support Alexander Devine Children's Hospice Service and help raise vital funds, you can help change their lives.

## CONTENTS

- Who we are
- The difference you can make
- How your school can get involved
- Upcoming events
- Fundraising ideas



**We would love to have  
the support of your school**

**TOGETHER WE  
CAN CHANGE  
LIVES**

# 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, South Bucks, 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 sadly passed away at the age of eight 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, South Bucks, and 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**



**200+**

children and families  
currently supported by  
Alexander Devine



**2,765+**

children in Berkshire,  
South Bucks and the  
surrounding counties with  
life-limiting 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 NEED FOR OUR SERVICE HAS NEVER BEEN GREATER

# 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, South Bucks 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

**£124**



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

**£55**



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

**£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

**£101**

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

**£1,512**



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



# HOW YOUR SCHOOL CAN GET INVOLVED

There are so many different ways you can get involved and raise money for Alexander Devine.

Here are just a few ideas to get you started...

SMARTIE  
TUBE COINS  
ROUND-UP



WET  
SPONGE  
WIPE-OUT



CASUAL  
CLOTHES DAY



TEDDY  
BEAR'S  
PICNIC



CRAFT SALE



COLOUR  
RUN



READ-A-  
THON



BAKE SALE



GROW A  
POUND



QUIZ NIGHT



FILM  
NIGHT



EVERY PENNY YOU RAISE MAKES A **HUGE** DIFFERENCE

# FUNDRAISING ACTIVITY PLANNER

How you can plan your year of fundraising for Alexander Devine!



## Autumn

FALL into fundraising in Autumn

- Announce Alexander Devine as your Charity of the Year.
- Sell tickets for a spooky Halloween disco or party.
- If your school holds a firework display, consider donating a percentage of the income to Alexander Devine.
- Host a quiz or bingo night for staff and/or parents.
- Hold a mufti day for Alexander Devine.



## Winter



WARM UP your fundraising in Winter

- Hold a collection at your Christmas concert or Nativity play.
- Host a Christmas party or disco.
- Sell mulled wine/cider and mince pies at your Christmas Fair.
- Get students and families involved in our 'Santa Dash' run.
- Celebrate Christmas Jumper Day with Alexander Devine!



## Spring

BLOOM into your Spring fundraising

- Hold a themed Bake Sale for Valentine's Day, Mother's Day or Easter.
- Celebrate Pancake Day in style with a Pancake breakfast or race.
- Make flower bouquets for Mother's Day.
- Have a whole school Easter Egg Hunt.
- Organise an Easter Bonnet crafting session and hold a display.
- Get involved in our 'Big Spring Knit'- collect creme eggs or sell knits.



## Summer

BREEZE through fundraising in Summer

- Hold a Car Wash for staff and/or parents
- Host a whole school picnic
- Celebrate the end of the year with a summer BBQ
- Hold a colour run
- Hold a collection at your Sports Day
- Invite us in for a presentation
- Get involved in our '#RocktheBlue' event
- Celebrate #RocktheBlue with a blue mufti day



THE DIFFERENCE YOU MAKE IS THE REASON WE EXIST

# Get involved in one of our events

Alexander Devine's

## Big Spring Knit

Spring  
2026



Collect eggs or sell knits at your school

## #ROCKTHEBLUE

for Children's Hospice Week

15th-21st June 2026



Host a blue clothes day or blue bake sale

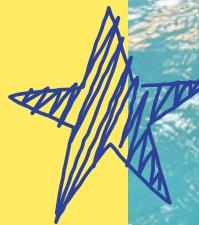
# HOW WE CAN SUPPORT YOUR FUNDRAISING

The difference you make is the reason we exist.

When you decide to support us, our friendly fundraising team will be on hand to support you every step of the way.

We can provide items that will help you get started, including:

- Posters
- Balloons
- Banners
- Sponsorship forms
- Collection boxes
- Leaflets, newsletters and information sheets
- Stories about the children and their families you are supporting
- A member of the Alexander Devine fundraising team to provide assemblies, tours and meetings



Get in touch with us at [fundraising@alexanderdevine.org](mailto:fundraising@alexanderdevine.org) if there's anything else you think you'll need to make your fundraising a huge success.



# BESPOKE PRESENTATIONS TAILORED TO YOU

Our Community Fundraising team can visit you at your school to offer bespoke assemblies and presentations to help kickstart your fundraising.

## Early Years and Primary

We offer short, interactive assemblies to show your students how we create special memories and fun for the children and families we support, and how their fundraising helps us to do this.

We can also send you a template presentation to show your students in your own time.

## Secondary and College

We can offer presentations tailored to the interests and age of your students. Topics include the history of our hospice, the services we provide, our hospice facilities, as well as fundraising and volunteering opportunities available to students.

We can also send you a template presentation to show your students in your own time.

If you're interested in the above, please get in touch, we would be very happy to work with you and your school!

# MOTIVATE YOUR STUDENTS

## Fundraising awards for pupils

Encourage pupils to individually raise as much money as possible. We can provide you with materials to help you celebrate specific fundraising milestones.

## EXAMPLE OF MILESTONE ACHIEVEMENTS



### Certificate of achievement

Receive a personal certificate to thank you for your work



### Badge of honour

Award pin badges to pupils for their fundraising efforts



### Superstar fundraisers

For pupils who go above and beyond with their fundraising, a goody bag full of treats to celebrate their success



Organising a sponsored event?  
Our materials can help you celebrate the success of star student fundraisers!

## OUR VITAL WORK IS ONLY POSSIBLE BECAUSE OF AMAZING SCHOOLS LIKE YOURS

# Sponsorship Form



Make every £1 worth 25p more

If you pay tax in the UK, you can claim Gift Aid on your donation. Please make sure to ask each sponsor to fill in details below in their own writing - otherwise we cannot claim Gift Aid. After you have completed your fundraising, send us this completed sponsorship form to: Alexander Devine Children's Hospice Service, Snowball Hill, Maidenhead, Berkshire, SL6 3LU

How to claim

Gift Aid

**Write your full name**  
The form must be clearly completed in your own handwriting.

**Fill in your home address**  
Please do not include your work address as HMRC need to know where you live to claim Gift Aid.

**Avoid ditto marks**  
Unfortunately, we cannot claim Gift Aid if you use ditto marks (") on the form.

**Write down your donation**  
The most important bit - how much would you like to give to Alexander Devine?

**Tick the Gift Aid Box**  
If you pay tax in the UK, and the three statements below are true, then you can make your donation worth more.

- This donation is my own money. It hasn't come from anyone else or a collection.
- This donation is voluntary.
- I'm not in with a chance to win a prize with this donation e.g raffle, sweepstake.

## Your Gift Aid declaration

If I have ticked the box headed 'Gift Aid (Please tick)', I confirm that I am a UK income or Capital Gains taxpayer. I have read this statement and want Alexander Devine Children's Hospice Service to reclaim tax on the donations detailed on this form, given on the date shown. I understand that if I pay less income Tax or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.



Event: \_\_\_\_\_  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip: \_\_\_\_\_

**Get in touch  
with our  
Fundraising  
Team and  
find out more**



[fundraising@alexanderdevine.org](mailto:fundraising@alexanderdevine.org)



01628 822777



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

**However you  
choose to  
support our  
charity,  
we are so  
grateful**

