Alexander Devine Children's Hospice Service

Support your local children's hospice service this Christmas.



CREATE A PLACE TO BELONG THIS CHRISTMAS



Amber's Story

When Amber was born, her mum, Pav, never imagined the journey that lay ahead. It took ten years of appointments and surgeries before she received a diagnosis of the rare neurological condition, Prune 1 Syndrome, which means on a daily basis, Amber is PEG tube fed, requires overnight ventilation, is registered blind, non-verbal and developmentally delayed.

Everything changed in 2021 when Amber became critically ill with COVID-19. As a newly single mum, Pav was faced with heartbreaking decisions and was referred to Alexander Devine Children's Hospice Service for end-of-life care and support.

"I thought a hospice meant I was going to lose my little girl. Instead, I found a place where we could truly live."

Against all odds Amber recovered from COVID-19, and while her needs continue to grow, so does the joy she finds at the hospice. The moment she hears she's coming, she smiles. In the hydrotherapy pool she experiences something few places can offer - true freedom. When she's in the water, she's free to move, to float and simply be herself.

"Alexander Devine didn't ask Amber to fit into their world - they created a world that fits her."

For Pav, the hospice became more than expert care. It became a community that wrapped itself around the whole family, offering respite care, counselling, friendship and the reassurance that they had an extended support system they can rely on.





FESTIVE FUNDRAISING IDEAS

Bring your community together over the festive season with these festive fundraising ideas to support your local children's hospice service.

You can lead the way in helping us to continue to create magical moments for the babies, children and young people we support.



Christmas Jumper Day
Pick a day to dust off your festive jumper and show off your Christmas spirit at your next group gathering.

Festive Feel Good Celebrations
Spread the holiday spirit this year by turning your annual Christmas party, lunch or quiz into a meaningful fundraiser. Raffles or auctions are a fun addition to any celebration.

Festive Bake Off
Whether its Gingerbread Houses or Yule Logs, this festive fundraiser is sure to be sweet. Donate to enter and have a team of judges select a winner.



Secret Santa Blind Auction
Everyone contributes a wrapped mystery gift. Bid on presents without knowing what's inside. Add a few silly gifts among the good ones to keep everyone guessing and laughing.

Craft Workshops
Invite your craftiest member to host a Wreath or Christmas Card making workshop, or set up a Knit and Natter group and take part in our annual Christmas Knitting campaign here.



12 Days of Christmas Challenge
Set your group a challenge linked to the 12 days of Christmas. You could aim to reach 12,000 steps a day, swim 12 lengths every day in December, or hold a 12-hour cycle relay. Ask people to sponsor you to celebrate every day you complete the challenge.

Sing to Support
Host a collection for Alexander Devine at your annual carol or Christmas concert. We can provide a representative to talk about the work that we do and inspire your community to give generously.

FESTIVE FUNDRAISING MADE EASY

We know that the festive season can be very busy, but with the support of your dedicated contact at Alexander Devine Children's Hospice Service your festive fundraising doesn't need to be an added stress in the lead up to Christmas.

PLAN YOUR FUNDRAISER

We can help you choose an activity suited to your group.



Whether that's something from this pack or a bespoke event, there is something for every group, big or small.

Once your fundraising event and date has been chosen we can help create posters and materials to promote the event.

SHARE OUR CHRISTMAS STORY

Help your community feel connected to their Christmas cause.



We can visit your group to talk about the work that our charity does, or invite some of your community into the hospice for a tour.

By sharing our Christmas case study with your community you can inspire them to take part by seeing the impact they can make.

Every year we create a short Christmas video which you can share. Meet Amber and her mum Pav and see the difference your support makes to the families supported at the hospice.

ENJOY AND MAKE AN IMPACT

With our help and a bit of pre planning your fundraising can be the highlight of the festive season for your community or group.

Come together, enjoy the festivities, support your local children's hospice and create a place to belong this Christmas.



SHOP TO SUPPORT THIS FESTIVE SEASON

MAKE MAGIC HAPPEN THIS CHRISTMAS



Every Christmas, our care team helps create magic for each child that we support by giving them Christmas presents tailored to their needs and interests.

Check out our Christmas Wishlist to see how you and your community can contribute to our 2026 Christmas Toy drive and make sure that every child has a Christmas to remember this year

'TIS THE SEASON TO BE SWEET



This year with the support of our amazing community of knitters we are bringing our festive knits to the next level, but we need your help!

We are looking for donations of Chocolate Oranges and Lindt truffles to put inside our knitted novelties, and sell to raise vital funds for our service.

Each Chocolate Orange is worth a £5 donation to our service, and each individual Lindt Truffle is worth a £2 donation.

However you choose to give, every contribution helps us be there for children and families when they need us most.

TAKE PART IN A FESTIVE EVENT THIS CHRISTMAS

Sign up to

Windsor's iconic 5km

SANTA DASH



29.11.2026

www.alexanderdevine.org/santadash



CHRISTMAS TREECYCLING

Recycle your Christmas tree for a good cause!

If you are based in **SL4, SL6, SL7, SL8 or RG10**, you can have your tree collected between 7th and 9th January 2027 in return for a donation to Alexander Devine.

We're also looking for volunteers with vans to help collect trees, so why not get your community involved and help make a difference to local children and families?



Alexander Devine
Children's Hospice Service

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Regulated by Care Quality Commission

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