



Fundraising Pack 2019



Support for bereaved children and their families in Warwickshire

Welcome

Three cheers for you! We're thrilled that you would like to fundraise for Guy's Gift—thank you for choosing us.

By raising money for Guy's Gift, you're helping us to support hundreds of children throughout Warwickshire who have experienced bereavement.

This fundraising pack is designed to give you everything you need for raising money for

Guy's Gift—from ideas and tips, to an advertising poster and sponsorship form. Of course, if you have any questions, feel free to get in touch with us.

*Good luck and
thank you from everyone at
Guy's Gift*

1 in 29 school children has been bereaved of a parent or sibling – that's a child in every class.

According to the Child Bereavement Network 78% of young people have been bereaved of a close relative or friend.

Our story

Set up at the end of 2008, Guy's Gift began working with bereaved children in Warwickshire in 2009. The charity's founders, Jackie and Stuart Potter (pictured right, with Guy's Gift's official mascot Leamington Bear), have first hand experience of the impact that bereavement has on a family unit. Their own son, Guy, died at the age of four, having battled cancer for two years. It is Guy who not only gives his name to our charity, but also the image that features on our logo. The little people are based on Guy's own drawing that he drew and cut out when he was three years old.

A few words from Jackie Potter, co-founder of Guy's Gift and also the charity's Family Service and Training Manager:

"In 2008 we had a vision, an aim to establish a bereavement support service for children and young people in Warwickshire, which was, sadly, lacking at that time. That vision grew into Guy's Gift. Since the 1st of May 2009 we have seen the charity develop and become a valued member of the county's integrated care provision network. We can all be proud of the contribution that Guy's Gift makes. This success is in no small way due to Guy, as his own special life is the inspiration that continues to guide our work. His 'gift' has been to give us the drive and outreach to make a difference to the huge number of individuals and families that have benefitted from the support of the Guy's Gift team. I feel privileged to be part of such a caring team!"

Guy's Gift has gone from strength-to-strength. Every year we take on an ever increasing number of referrals and continue to expand our service, not only geographically, but also in the support that we offer. With your help, we can make sure that Guy's Gift supports as many children and young people who need our service, giving them the help they need at a very difficult time in their life.



What we do

Guy's Gift delivers bereavement and loss support for children and young people throughout Warwickshire. Our early intervention service is open to 5 to 18 year olds.

Since the start of our work, in 2009, we have gone from being a pilot scheme, to a fully fledged bereavement service, helping hundreds of children and young people across the county. We take the approach that by helping the child, we are helping the family as a whole.



Our aim is to help children and young people through the grieving process in a safe, supportive and educational environment by:

- increasing a child's knowledge and understanding of death;
- increasing awareness and understanding of the grieving process;
- providing strategies for coping;
- promoting open communication within the family and with peers.

Our small, professional team includes 3 counsellors, who are helped by 20 trained volunteers. We draw on a range of specialist skills to provide support options to help children, young people and their families.

Once an initial referral is made to us, we work with the child

and their parents to put together a tailored programme of support. This could include involvement in group sessions, joining us at one of our residential weekends, a series of one-to-one counselling sessions, or more likely a combination of the two. Each group therapy programme comprises six sessions and takes place at locations across the county.

All programmes include time to have fun and for creative activities, as well as time to focus and work through more painful issues. We recognise that families experiencing emotional bereavement-related stress are not always able to keep appointments. This is why Guy's Gift has no fixed base and we visit children and families in a wide variety of community venues for one-to-one sessions. This also helps us to keep the cost of overheads down, so more of our funding goes directly into face-to-face support.

We tackle many problems that bereaved children and young people face, including:

- grief;
- sense of loss;
- low self-esteem;
- lack of confidence;



- isolation;
- deterioration in school work, concentration, behaviour and poor school attendance;
- disturbed sleep;
- separation anxiety;
- aggression;
- loss of purpose in life. In extreme situations this can lead to exclusion from mainstream school, self harm, substance abuse, anti-social behaviour, criminal activity and diminished life opportunities.



We don't stop supporting a child just because a series of therapy sessions has come to an end. We will support each and every child until they have reached a point where our intervention is no longer needed.

Whilst helping children and young people through a bereavement, we understand that parents and carers need support too – to reassure them that they are doing all they can to help their child. As well as therapy sessions for children and young people, we also run a parents' support group. For a parent or carer looking after a bereaved child, our intervention and support can provide enormous peace of mind. By being able to help, we are giving families the ability to cope better with their situation.



Family Weekends, Family Days and Lanterns Walks for the whole family are annual Guy's Gift events. They provide a great opportunity for bereaved families to come together, meet and talk to others in a similar situation, ask questions, remember the person that has died and even come away with new friends who can support each other at a difficult time.

We have a telephone helpline that is available to parents, car-

ers and other professionals, such as teaching staff, who may come into contact with bereaved children and young people through their work. Anyone is welcome to call the helpline, either for advice or to refer a child to us for support. From quick questions, to more in depth conversations, we're aware that the helpline can often give much needed reassurance to those who call.

With support from Guy's Gift, children can overcome bereavement-related problems. As a result, whole communities can benefit and become stronger – a happy child is more likely to become a happy adult, thus increasing the likelihood of happier, higher achieving future generations.

A Few Facts and Figures

28 - the number of individuals we supported in our first year.

Guy's Gift has worked in every administrative district in the county.

288— the number of individuals we worked with in 2018.

200 - the number of jars used to make salt sculptures at our group sessions and family days.

Testimonials

We are passionate about the work we do and are very proud of the feedback we receive from those we help. Here are just a few of the things that people have told us:

Children and young people who have attended Guy's Gift group therapy sessions:

"It helped me to cope with death and getting my anger out."

"It made me feel less embarrassed about my Dad dying."

"It made me feel happy because I made new friends."

A parent of two children that Guy's Gift supported:

"As soon as I rang Guy's Gift a heavy burden was lifted off my shoulders. Without Guy's Gift I feel my children wouldn't be the grounded individuals that they are. Guy's Gift not only helped the children but also me. Guy's Gift has been a saving grace to myself and my two beautiful kids. They are brilliant."

Headteacher from a primary school where Guy's Gift supports pupils:

"The children who have worked with Guy's Gift now have the skills and strategies to help them cope and stay positive when feeling sad. This often has a positive impact on the children's school work as they are able to concentrate more fully due to compartmentalizing their grief and understanding their emotions better."

Learning Mentor from a secondary school where Guy's Gift supports students:

"The intervention provided has given our students the opportunity and confidence to share and process their feelings and emotions and move on in life and re-engage in their academic learning. What you do is invaluable."

Fundraising Ideas

Afternoon tea

Art exhibition

Bake sale



Bingo

Book sale

Clothes swap

Coffee morning

Concert



Crafting – knitting, stitching, felting... “a crafternoon”

Cricket match

Craft fair

Create a recipe book

Dance night

Disco

Dress down day

Duck race

Exhibition

Face painting

Fancy dress

Fashion show

Film night

Fitness event—zumba, pilates, aerobics

Football match

Fun run



Garage sale

Garden party

Golf day

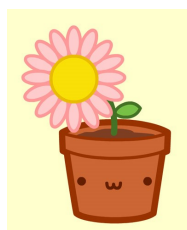
Guess the weight of...

Guess the baby photo competition

Jazz night

Jumble sale

Open garden event



Pamper day/afternoon/evening

Plant sale

Pop up shop

Raffle

Run a marathon

Sponsored silence

Quiz evening

Sponsored event – swimming, running, cycling, walking...



Talent competition

Teddy bears’ picnic

Themed party

Treasure hunt



Variety show

Village fête

Walking event

Wash cars

Write a book

Making plans

Planning a fundraising event can be great fun. Once you have chosen your fundraising idea, it's time to put everything in place to make it a success.

Keep it safe and legal

We want your fundraising to be safe and legal, so here are a few points to consider when planning your event:

BE SAFE

Always ensure children are safe. If children are helping, or you're taking photographs of children, you will need to obtain parental permission.

LICENCES

Depending on the type of fundraising event you are organising, you may need to obtain special

licences (to provide alcohol, have public entertainment or collect money). Ask your local council for advice.

A Gaming Licence may be required if you are planning to hold big raffles, bingo nights etc. Check for all the latest information at:
www.gamblingcommission.gov.uk

FOOD HYGIENE

Make sure you follow food safety laws if food is available at your fundraising event. Contact your local council for food hygiene regulations or visit www.food.gov.uk

MONEY

Take care when carrying money. If people want to make a donation using a cheque, ask them to make it payable to 'Guy's Gift'.

RISK ASSESSMENT

Always assess the risks involved and ensure you have adequate first aid cover.

COLLECTIONS

It is illegal to carry out house-to-house and street collections without a licence (which can be obtained from your local council).

INSURANCE

Please remember that Guy's Gift cannot accept liability for any events run in aid of the charity. If you're planning an event that involves the general public, you will need to make sure you take out adequate Public Liability Insurance.



Spread the word

You want as many people as possible to support your fundraising, so don't forget to tell them about it. Here are a few tips on spreading news of your efforts:

Put up **posters** and hand out flyers.

Let us help you – send us news of your event (both before and after) and we can write about it on the Guy's Gift website and blog, as well as our Facebook and Twitter pages. We can also include your news in our quar-

terly newsletter. Don't forget to send us some photos too!

Start a **BT MyDonate** page for your fundraising.

Write your own **blog**.

Promote your fundraising via **social media** – Facebook, Twitter, Instagram and the like.

See if you can get your **local newspaper or radio station** to give you and your fundraising efforts a mention. Don't forget to tell them who you are, what

you're going to do and why, as well as when and where you're doing it. Try writing a press release and sending it out.

Include details of your fundraising event in your **email signature**.

Tell your **employer** and **work colleagues** about your plans.

Tell all of your **friends** and **family** about your fundraising efforts...and ask them to tell people that they know too.

What your money will buy

£1750 would fund one of our group therapy programmes, which each run for six weeks. The groups bring bereaved children and young people together in a safe environment where they can make friends, talk about their experiences, work through difficult issues and receive support from Guy's Gift's counsellors and volunteers.

£7000 would fund our group therapy programmes for a whole year.

£5 would buy a memory box for a bereaved child. A memory box is an important means for children and young people to remember the person who has died.

£1200 would enable us to run a Family Day. Family Days bring bereaved families together and create an opportunity to make friends, remember the person who has died and stop families from feeling isolated.

£750 would cover the cost of our telephone helpline for a month. From answering questions, to taking referrals and offering advice, the Guy's Gift helpline is available to anyone who needs it.

£3750 would enable us to run a 'Families Together' weekend. This weekend brings families together for group therapy and fun (challenging) outdoor activities. It promotes working together and helps reduce feelings of isolation.

Ways to support us



Follow us on Facebook (www.facebook.com/GuysGift) and Twitter (@GuysGiftCV324RB).



Do some fundraising. There are lots of ideas to get you started in this Fundraising Pack. Some employers will **match fund** any money you raise for a charity. So, if you do some fundraising for Guy's Gift, it's worth asking if yours is one of them.

Tell all of your friends and family about Guy's Gift – perhaps they'd like to get involved with some fundraising too.

Become a Guy's Gift volunteer and help us to support bereaved children, young people and their families in Warwickshire. Our volunteers are invaluable and currently help with

both one-to-one and group sessions, as well as at Guy's Gift events. All volunteers are given full training.

Nominate Guy's Gift for funding from companies such as Waitrose, Nationwide and Asda.



Ask your university or sports club to support Guy's Gift through their fundraising activities or as their chosen charity of the year.

Keep your eyes peeled for Guy's Gift **fundraising events** at the White Stuff store in Leamington Spa.

Pop into the **White Stuff store in Leamington Spa** and buy a

few sweets from behind the counter – all the money raised this way comes to Guy's Gift.



Ask your school to donate money from an event, such as a concert or fancy dress day, to Guy's Gift.

Businesses are often looking for charities to support—is yours? Not only is it a great way to raise money, it can also be good for team building too.

Donate skills to Guy's Gift. Are you an expert in something that you could help us with?

We're supporting



Support for bereaved children and
their families in Warwickshire

What

When

Where

Come and join us!

Name	Address and postcode	Amount	Gift Aid (✓)

Thank you for your support.

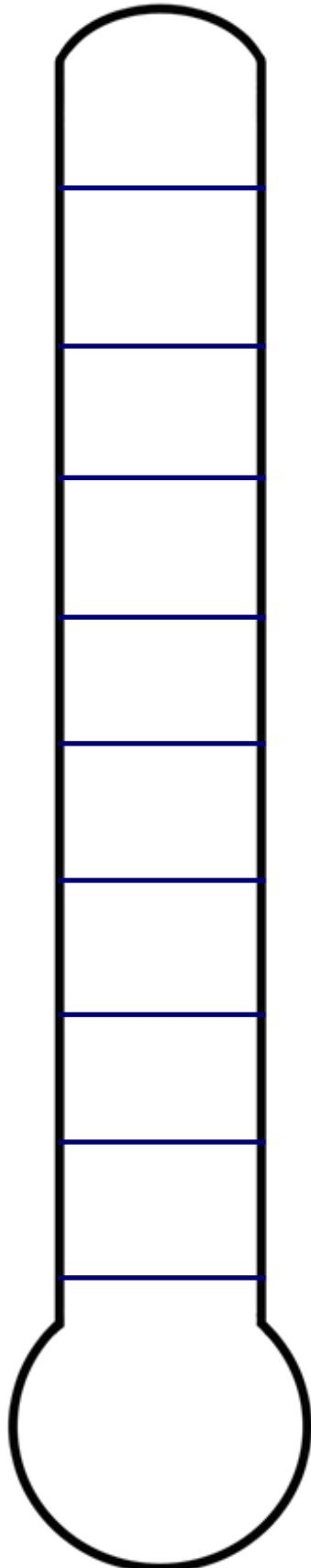
Please send collected sponsorship money (cheques payable to 'Guy's Gift') to Guy's Gift, Suite 414, 41 Oxford Road, Leamington Spa, CV32 4RB.

We're supporting



Guy's Gift

Support for bereaved children and their families in Warwickshire



100%

90%

80%

70%

60%

50%

40%

30%

20%

10%

Target:

Total Raised: