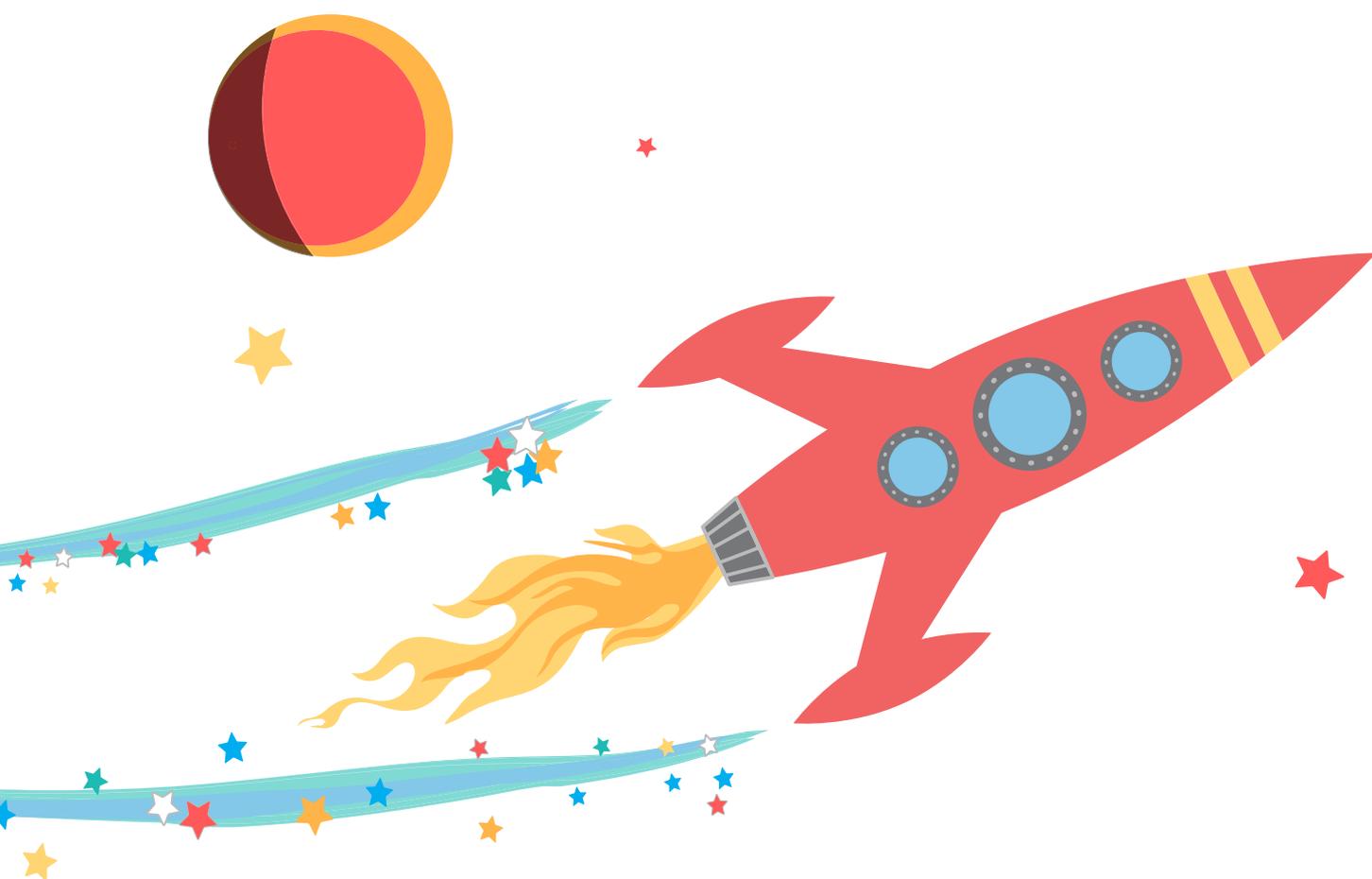


Your Fundraising Guide

Astronomical ideas and information to help your fundraising blast off!





Thank you

We're incredibly grateful that you have chosen to raise money for Make-A-Wish. Together, we create life-changing wishes for children living with critical illnesses.



We go above and beyond to grant incredible wishes to inspiring children; making their One True Wish a reality at a time when they need it most. Because a child's life shouldn't be about illness, hospitals and diagnosis – it should be about wonder, joy and hope.

Whether it's being a king for the day, meeting a celebrity hero or going on an amazing holiday, our wishes are unique, varied and life-changing.

The effects of a wish can build confidence and bring happiness, create incredible memories and give respite from the daily struggles that come with a serious illness.

To help with your plans, we have developed this guide to give you lots of ideas and tips to kick start your fundraising.

We don't receive any government funding and rely 100% on donations. We can't make these life-changing experiences happen without the generosity and effort of people like you.

Thank you!



Joel's wish to meet Sir Tim Peake



Eleven-year-old Joel from Worcestershire was diagnosed with Crohn's disease when he was 10. He often missed school due to painful ulcers all the way through his digestive system, making eating difficult.

His wish was to meet British astronaut, Tim Peake, after becoming fascinated by space and listening to Tim's audiobook and reading space magazines whilst he was poorly.

For his wish, Joel and his family travelled to London where they met Major Tim Peake at the

exclusive Mosimann's member's club in Belgravia. Joel's mum, Katherine, said, "Joel was absolutely beaming when he met him and he had written a full page of questions to ask Tim.

He was absolutely lovely; very down-to-earth, very polite but very interested in Joel and just as enthusiastic about space!"

During the wish Tim showed Joel the space pictures he had taken on his iPad. He gave him a book, signed some of his things and gave him two badges that he'd actually taken to space with him.

Katherine said, "Joel gasped and his jaw dropped! That's not something we would ever have expected. It's one of those memories that our family will have for a very long time."

"There are lots of negatives associated with disease and a wish just provides that lovely positive, amazing experience that children can look forward to and then look back on."

– Katherine, Joel's mum

"This is a memory that all of us will have forever."

Viv, Willow's mum

£50



Could dress a princess or firefighter in their very own costume for their wish

"The wish was something that brought our family back together."

Nikki, wish child

"It was the best day of my life."

Sam, wish child

£10



Could buy cupcakes for a child who wishes to have a tea party

£100

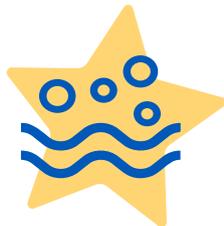


Could pay for a teenager to have a makeup makeover on their wish for a confidence-boosting experience

How your money makes a world of difference

Wishes offer a galaxy of hope; here are some of the ways your fundraising helps to change lives.

£3,000



Could pay for a child to have a spa pool to help relax their muscles and gain freedom

£500



Could buy plane tickets for a family to go on a once-in-a-lifetime holiday together to reconnect and make precious memories

"It gives you a focus that isn't hospitals, appointments and people talking about poorly and illness."

Kristina, Sebbie's mum

"Make-A-Wish gives poorly children a moment of escapism from the pain, sadness and challenges that they deal with every day, and that is priceless."

Claire, George's mum



BIG BANG FUNDRAISING IDEAS

Let your imagination run wild and do something stratospheric to raise money. Ideas to help you rock-et:



Bake-A-Wish Homemade or shop bought, tempt friends, family or colleagues with a sweet treat and hold a bake sale.



Board games evening Get a group of friends together and have a fun games evening. Charge each person to take part, holding a raffle to raise extra funds.



Head shave No more bad hair days! Get sponsored to shave your head to raise money.



Wear what you wish What would your wish be? Wear something to show what your wish would be and ask for donations.



Take on a challenge It could be a marathon, half marathon, or a walk. Test your limits and get sponsored for your efforts.



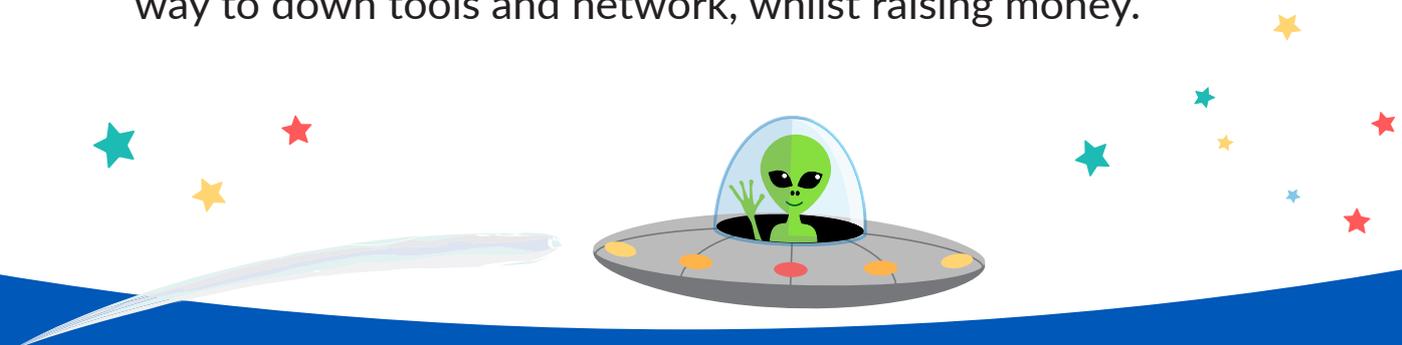
Host a gaming event Group together with friends to create a gaming lounge with different consoles and games and invite people to pay to play.



Gala dinner Get dressed up, charge for tickets, hold a raffle and auction and invite guests to enjoy an evening of entertainment and dancing.



Golf day Speak to your local golf course and local businesses and invite them to play a round of golf for the day. A perfect way to down tools and network, whilst raising money.





PLAN-ET AND SPREAD THE WORD

Plan a date and time for your event and find a venue if you need to. Then tell the universe:

Get social

Use your social media pages to let people know why you're raising money for Make-A-Wish and to share details about your event. Post photos and videos, use Instagram or Facebook stories and ask for donations by sharing links to online fundraising pages like JustGiving.

Set up an event or group in Facebook or start a hashtag on Twitter to spread the word. Give regular updates to let people know how things are progressing.

Don't forget to use local Facebook groups in your community to help the news go intergalactic!

Tag us in your updates @MakeAWishUK

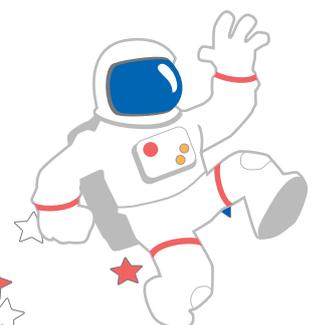
Make it local

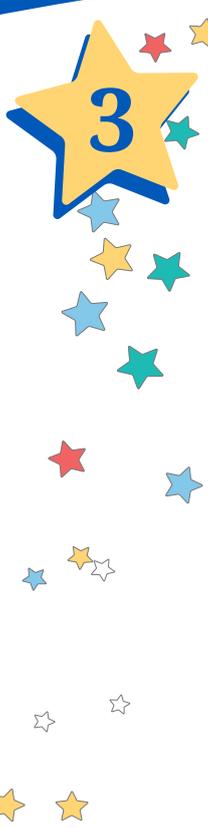
Use our posters to promote your event wherever you can – at work and in your local community. Call our fundraising team to get your blank posters on **01276 40 50 60**.

Get in touch with your local newspaper and tell them all about your event. Your story has a greater chance of success if sent with a photo, so make sure you take some high-quality photos before, during and after your event.

Don't forget to contact local community magazines and websites too.

Get in touch if you need help with writing a press release
fundraising@makeawish.org.uk





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PAYING IN YOUR FUNDRAISING

Once you've collected in all your fundraising, send it in to mission control in the following ways:

Online Fundraising Setting up a JustGiving page is an easy way for people to donate. Money raised comes straight to us, all you have to do is spread the word and share the link. Set your page up at justgiving.com/makeawish

Paying in online If you've collected money, you can make a payment to us online via our website at make-a-wish.org.uk/pay

Paying in by phone Make a payment to us by phone using your credit or debit card, just call our fundraising team on **01276 40 50 60**.

Paying into the bank You can pay your fundraising directly into our bank account. Just give our fundraising team a call on **01276 40 50 60** to get our details.

Paying in by cheque Send a cheque made payable to 'Make A Wish Foundation UK' along with your name, address and a short message about your fundraising. Enclose any sponsorship forms so that we can claim any Gift Aid. Please don't send cash in the post.

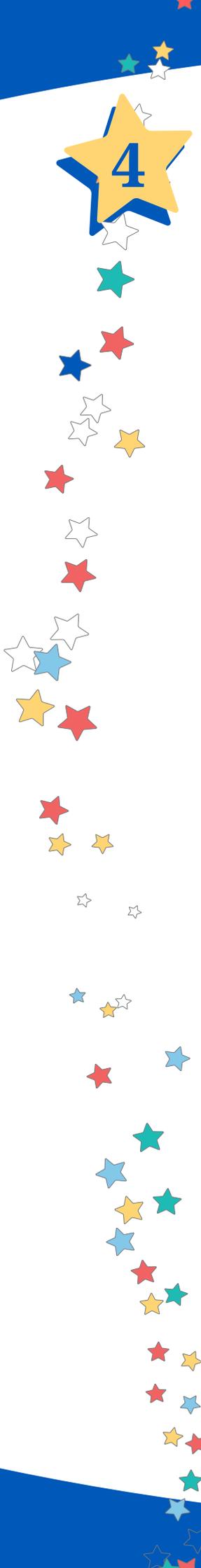
Please send your cheque to: Make-A-Wish UK, Seventh Floor, Thames Tower, Station Road, Reading, RG1 1LX.

giftaid it

If you're holding an event or being sponsored for a challenge, you can ask your sponsors to Gift Aid their donation if they are a UK tax payer. This boosts their donation by 25% as we can claim 25p from the Government for every £1 donated.

This is really simple if you're using JustGiving to collect money as there is a simple tick box as part of the online donation page.

If you're using our paper sponsorship forms, just ask your sponsors to read the gift aid declaration on the form and tick the box if they're eligible. We'll do the rest!



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KEEPING THINGS SAFE AND LEGAL

As you take one small step towards planning your event, read our tips for keeping things smooth:

Insurance If your event is open to the general public, you might want to think about Public Liability Insurance. Your venue may already have the insurance you need, so check with them first.

Health & safety Carry out a risk assessment before organising your event. Think about any hazards and how you could deal with them or stop them happening in the first place. Get copies of any risk assessment and public liability insurance for suppliers or contractors.

Make sure you have first aid cover for larger scale events; we recommend St. John Ambulance or the British Red Cross.

Food & drink If you're serving food, follow guidelines for preparing, handling and cooking food, set out by the Food Standards Agency – food.gov.uk and label any food that contains allergens like nuts, dairy and eggs.

Ask any caterers at your event to provide a copy of their food hygiene certificate and public liability insurance. If you're planning to serve alcohol at your event, speak to your local council about a licence.

Permissions & licences If your event has live music or dancing, check if your venue has an entertainments licence as you may need an occasional licence from the local council.

If you're holding a draw or a raffle, you may need a licence from the local council. Small raffles held and drawn on the day of your event won't need a licence, but it's best to check for anything bigger. For more information visit gamblingcommission.gov.uk.

Collections Children and young people under 16 must not collect money in public. If you're thinking about a street collection please call our fundraising team as you'll need a special licence from the local council.

Under 18s If you're under 18, please share this guide with your parent or guardian and make sure they are happy with what you're doing.

Publicity Please get in touch if you'd like to use the Make-A-Wish logo on any of your materials.



Need to contact mission control?

If you have any questions about your fundraising, get in touch with our fundraising team

Telephone

Call us: 01276 40 50 60

Email address

fundraising@makeawish.org.uk

Web

make-a-wish.org.uk

Make-A-Wish UK
Seventh Floor
Thames Tower
Station Road
Reading
RG1 1LX

Thank you for being out of this world!

