



Birmingham
Children's Hospital
Charity

Doing more for sick kids

Your Fundraising Guide

Everything you need to
do more for our sick kids

Welcome to #TeamBCH!

Thank you for choosing to fundraise for our amazing hospital. By taking on a challenge, hosting an event or doing something of your own, you're helping us do more for the 100,000 children and young people treated at our hospital every year

We believe our kids
should be children first
and patients second

Charitable support allows us to go beyond NHS funding, improving care, treatment, environments and experiences for patients and families when they need it most

We're so
grateful to have
you on board

We'll be with you
every step of
the way

Your Impact

The money you raise goes towards supporting the following four areas across our hospital to ensure it can continue providing world-class care and experiences to our patients

1

Patient and Family Experience

From funding members of our invaluable Play team, bedside entertainment and crafts to keep little ones busy during their stay, to providing on-site accommodation for parents when they need it most, we help better the experiences for everyone who relies on our hospital.



Enabling Technology and Equipment Advances

Fundraising and donations also go towards ensuring our clinicians have the most up-to-date and advanced equipment possible so they can deliver the very best care. Our brilliant supporters enabled us to bring intraoperative MRI technology to our hospital for the first time, transforming the experience for our brain tumor and spinal patients.



2

Developing Hospital Environments

We want to make our hospital as child-friendly, welcoming and comfortable as possible, which is why we support projects to enhance our hospital's blueprint. It's only thanks to brilliant supporters like you we were able to bring the Roald Dahl windows to life and transform our front entrance into a welcoming community space.



4

Research, Learning and Innovation

We also support internationally-recognised research into children's health conducted right here at our hospital, which is helping find new cures, treatments and approaches for a variety of childhood diseases. Your fundraising will help accelerate such projects, which will go on to pioneer change for the children of today and tomorrow.



Getting Started

Setting up an online fundraising page is the quickest and easiest way to collect donations



It's also the simplest way to tell everyone about your event and get sponsored for it. Follow our handy tips below to get started:

1 Set up your online fundraising page. You can use **JustGiving** (our dedicated page is [justgiving.com/bchch](https://www.justgiving.com/bchch)) or **givestar** to collect contactless donations via your mobile device.

2 Make your page work for you. Use photos, set a target and explain why you're raising money.

3 Start telling everyone you know! Message your family and friends and use your social media channels to shout about your event. Make sure you ask your contacts to share with their networks too!

4 Ask your place of work if they'd like to support your fundraising by matching your total with a donation from them. It's also a great way for your employer to increase its Corporate Social Responsibility (CSR).

5 After you've completed your event, make sure you share your page again. That's when people are most likely to sponsor you (once they've been blown away by your achievement!).

Fundraising Milestones

Use these handy price points to guide your fundraising targets. You can also share them with your networks to showcase the difference their donations will make

£100

could fund a two-night stay in our on-site accommodation, keeping families together when it matters most

£500

could fund a portable, home-leave monitor for patients who require long-term ventilation, so they can receive treatment from the comfort of their own home

£200

could fund four patients to take part in Let's Animate sessions, giving them the opportunity to learn how to create their own clay animation video

£1,000

could fund a month of artistic and musical experiences at a child's bedside, transforming waiting and worry into creativity, comfort and smiles

giftaid it

Don't forget to encourage Gift Aid for every donation you receive - it adds an extra 25p to every £1 donated at no extra cost to your supporters

Every pound you raise will help transform the lives of our sick kids

Fundraising in the Community

Bring your communities together to make a big difference
Here are a couple of ideas to get you started



Quiz Night

Host a quiz in a local hall, pub or community space and ask teams to pay an entry fee. Add a raffle or small prizes to boost fundraising and make it a fun, social evening for everyone involved.



Local Event or Fair

Take part in, or organise, a small community event such as a fete, market or fun day. Stalls, games and activities are a great way to get your communities together while raising awareness and funds for our hospital.



Coffee Morning or Afternoon Tea

Invite neighbours, friends or local groups to enjoy a cuppa and cake in exchange for a donation, creating a relaxed and welcoming way to fundraise.



Already got something in the calendar?

Why not consider turning it into a fundraiser for us? Our friendly team would be happy to pop along on the day to talk more about our fantastic hospital and the difference your fundraising will make.

Putting with purpose at Great Barr Golf Club

We're lucky to partner with a number of key community organisations across the region, including Great Barr Golf Club, which has organised a number of fundraisers for us.

Captained by Alan Bell, the club organised a charity golf day which raised more than £16,000 for our sick kids.

The day consisted of an 18-hole shotgun competition, in which teams teed off simultaneously from different holes.

An auction was also held, with plenty of incredible lots, including sports memorabilia and a family stay at a top golf resort in County Mayo, Ireland. An impressive 88 people attended the fundraising day, helping to raise the amazing final total.



Fundraising with Friends and Family

Fundraising is even better when shared with your loved ones, so why not get them involved with one of these fun ideas



Dinner Party

Invite friends and family round for a meal and ask them to donate what they would normally spend eating out. It's a simple way to enjoy time together while supporting a great cause.



Group Challenge

Take on a challenge together, such as a sponsored walk, or tie it into one of your collective fitness goals. Supporting each other along the way makes fundraising more motivating and enjoyable.



Celebration Donations

Mark a birthday, anniversary or special occasion by asking for donations instead of gifts. Sharing your reason for supporting our hospital can encourage loved ones to give generously.



To keep Milly's memory alive, Emma founded the Magic of Milly fundraising group and has raised thousands for the unit which cared for her.



One of her most memorable ventures was a Strictly Come Dancing themed competition, inspired by Milly's favourite TV show. Eight contestants, made up of Emma's friends and family, teamed up with local dancers and trained for three months, dancing to songs with meaning to the family.

Everyone involved had a FAB-U-LOUS time and, to date, the Magic of Milly fundraising group has raised over an astonishing £250,000 for our hospital and patients.

In Memory of Milly

One of our fantastic, long-term supporters is Emma Hill, who has held fundraising events for our charity every year since she lost her daughter, Milly, in 2015.

Milly had a rare congenital heart defect, spending much of her young life on our Paediatric Intensive Care Unit. She sadly passed away just before her second birthday.

Fundraising at Work

There's nothing like a bit of competition for team-building in the workplace; even better when it's in aid of our brilliant hospital!

Bake Sale or Bake-Off

Encourage colleagues to get baking and sell homemade treats for donations. You could even turn it into a friendly competition and ask people to donate to vote for their favourite.



Dress-Down or Themed Day

Swap business wear or uniforms for casual clothes or a fun theme in return for a donation. It's easy to organise and a great way to boost morale as well as fundraising.



Workplace Challenge

Organise a team challenge such as a step count, quiz or sports activity. Why not make it a competition between departments to help raise more while bringing teams together.



AFH Wealth Management

Bromsgrove-based AFH Wealth Management has raised over £30,000 for us to date, with no signs of slowing down anytime soon.

The team chose to support us after one member of staff's two-week-old baby was operated on by surgeons at our hospital, saving his life, while another employee's hearing was saved when she was just five years old, with dedicated clinicians entirely rebuilding her eardrum.

In recognition of the life-saving care received by friends and family, staff at AFH took on skydives, bike rides, bake sales, football matches and grabbed their paddles to take part in our charity's annual Dragon Boat Race to raise the incredible amount.



Fundraising at School

A great way to teach children about kindness and community, rally your pupils and teachers together for one of these fantastic fundraisers



Non-Uniform Day

Ask pupils to donate to wear their own clothes for the day. It's simple yet effective and always popular with children. Why not ask the teachers to reverse roles with their students and get them to wear the school uniform instead?

Fashion Show

Host a fashion show and turn the hall into a runway. Pupils can model their favourite outfits, or make new ones, while friends and family cheer them on. Sell tickets and refreshments, and award fun prizes to raise as much as possible.

Sponsored Activity

Set up a sponsored silence, read-a-thon or walk for pupils to take part in during the school day or at home. These activities are inclusive and easy to adapt for different ages.



Matrix Academy Trust

Eight schools in the Midlands-based Matrix Academy Trust raised an impressive £47,000 for our hospital, after teachers and staff voted us as their dedicated cause.

Aligning with the Trust's learning theme of the year, 'Community', pupils from each school came together for an inspiring presentation delivered by our dedicated fundraisers, after which they discussed their fundraising ideas before presenting them back to their head teachers.

Why not choose us as your Charity of the Year? Our experienced fundraising team would be delighted to discuss how to make your year of fundraising a huge success!

All eight schools went on to run various activities including bake sales, charity football matches, colour runs and loose change coin trails. The teachers even got involved, with 59 members of staff taking on the Three Peaks Challenge.

Fundraising on Your Own

Prefer to fundraise solo? You can still make a big impact
Here's a few suggestions to get the ball rolling

Personal Challenge

Set yourself a realistic goal such as walking every day for a month or completing a fitness challenge. Ask friends and family to sponsor your efforts and follow your progress online.



Give Something Up

Get sponsored to give up a favourite treat, habit or luxury for a set period of time. It's a simple but effective way to raise money and awareness.



Sell Unwanted Items

Have a clear out and sell clothes, books or toys online or at a car boot sale, donating the proceeds to us. It's a great way to fundraise while decluttering.



Lydia's Read-A-Thon

Eight-year-old Lydia Pountney, a young Brownie from Redditch, read 50 books in the space of 30 days raising over £2,085 for us.

Diagnosed with spina bifida before she was even born, Lydia spent more than her fair share of time at our hospital. When she was tasked by her Brownie group leader to earn her 'Charities' badge, which meant either volunteering or raising money for charity, she knew exactly which cause she wanted to support.

Not being much of a reader before, Lydia dug deep and powered through a staggering 50 books and a total of 71,750 words during her challenge.



Events

We host amazing events throughout the year, meaning there's always something exciting on the calendar for you to get stuck into

Great Birmingham Run

Join #TeamBCH for the Great Birmingham Run. Take on the Junior and Mini Run at the iconic Alexander Stadium, or paint the pavements of our city red for the 10K or half marathon. We'll be cheering you on every step of the way.



Bertie Bear's Picnic

Host a Bertie Bear's Picnic alongside our mascot, Bertie. Taking place on National Teddy Bear Picnic Day, this is the perfect opportunity to gather your friends, family, and favourite teddy bears to have fun and do more for our sick kids.



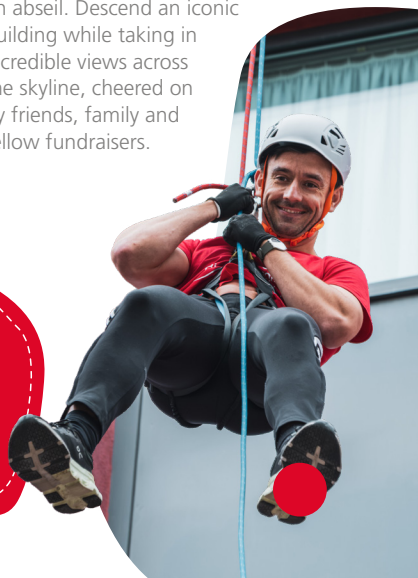
Facebook Challenges

For the social-savvy fundraisers, we have several Facebook challenges to get stuck into, including our Kids Summer Challenge and distance challenges to complete throughout the year. Walk, run, jog, swim or cycle to meet the target number of miles and receive incentives along the way. You'll be rewarded with a medal and a certificate once you've completed it, too.



Abseil

Take on a thrilling challenge right in the heart of Birmingham with an abseil. Descend an iconic building while taking in incredible views across the skyline, cheered on by friends, family and fellow fundraisers.



From marathons and bike rides to hikes and skydives, there's an event for everyone. Find out more at bch.org.uk/events

Our A-Z of Fundraising Ideas

In need of some more inspiration? We've got you covered with a few more of our favourite fundraisers

A **Aerobics Class**

Head to an aerobics studio or host a class online and donate the fees. Theme the class and add post-workout refreshments to raise even more.

B **Bingo Night**

Bring your friends and family together for an evening of fun with a bingo night. Sell entry tickets, extra bingo cards and plenty of refreshments.

C **Car Wash**

Get your buckets and sponges out and ask friends and neighbours if you can wash their car in exchange for a donation. Better still, rope them in to help you clean even more!



D **Danceathon**

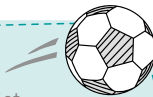
Get your dancing shoes on and dance until you drop. The perfect fundraiser to do in a larger group.

E **Eighties Night**

Throw an Eighties Night full of neon, big hair, and classic hits. Watch your loved ones dance the night away to their favourite tunes while raising vital funds.

F **Football Match**

Organise a charity match or a five-a-side tournament. Get spectators involved by organising a penalty shoot-out after the game.



G **Golf Day**

Get a round in with friends or business contacts. If you're a future captain, choose us as your charity of the year.



H **Hike**

Organise your own sponsored hiking event, or check out our website where we have everything from a hike in the Cotswolds to trek across the Sahara Desert.

I **Illustration**

Are you a talented artist or hoping to make something more of your hobby? Offer bespoke illustrations or design greeting cards to sell online.

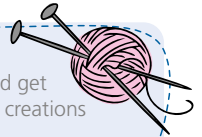


J **Jewellery Making**

Get crafty and make your own jewellery to sell. Already a professional jeweller? Add an option to donate to us via your website or host a jewellery making workshop.

K **Knitathon**

Grab your crafty pals and get knitting. Sell your beautiful creations and donate the proceeds.

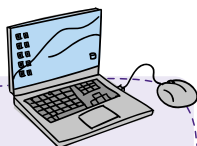


L **Lawn Mowing**

Offer to mow your neighbours' lawns in exchange for a donation. They'll be grateful to tick it off their to-do list and you'll be raising funds to help our patients.

M**Masterclass**

Do you have a skill that sets you apart? Whatever your talent, host a masterclass and charge a fee for attendees to learn from you.

**N****Networking**

Move in many different circles? Take the opportunity to tell friends, family and colleagues about how they can support us.

O**Office Olympics**

Split your office into teams, line up some office-inspired events and let the games begin!

P**Payroll Giving**

Ask your company about payroll giving, it's an easy and tax-free way to donate.

Q**Quickfire Games Night**

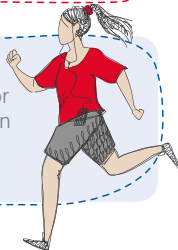
Host a Quickfire Games Night packed with fast-paced rounds of trivia, charades and mini challenges. Keep the energy high with fun games everyone can join in with.

**R****Raffle**

A raffle is the perfect standalone fundraiser or a great addition to any event. Use your network to sell tickets and ask local businesses to donate fabulous prizes.

S**Sponsored Steps**

Set yourself a daily goal or choose a distance to reach in a month and get sponsored to do so.

**T****Tandem Skydive**

Take to the skies for an adrenaline-fuelled fundraiser. A once in a lifetime experience you won't forget in a hurry.

U**Upcycle**

Transform old objects into something new, sell and donate the profits. You might even find yourself a new hobby in the process.

V**VIP Ball**

Invite some very special guests and along with ticket sales add a raffle, auction or games to boost your fundraising.

W**Walk to Work**

Go green and walk to work instead of driving or taking public transport. Donate what you would have spent on petrol or your train ticket.

**X****Xbox Night**

Gather your friends and host a gaming marathon or organise a tournament and invite people to play in exchange for a small donation.

Y**Yoga Class**

Are you a yogi? Organise a one-off class in your community or ask your local yoga class to get involved in a yoga marathon.

Z**Zip Wire**

If you're an adrenaline junkie or just ready to face your fears, find your local zip wire and get sponsored to take on the challenge.

Frequently Asked Questions

Here you'll find the answers to some of the most commonly asked questions. If there's anything else you want to know, give us a call on 0121 333 8506 or visit bch.org.uk/FAQs



Do I need to be insured?

All venues should hold their own public liability insurance which should cover your event. Please note, if you put on an event for us, it doesn't mean you're covered by our insurance.

You should also carry out a risk assessment and, if necessary, seek advice from professionals for events which involve an element of risk to you or to the general public.

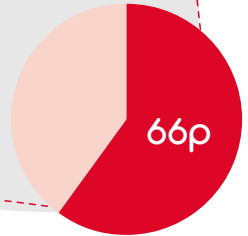
Our team will be able to advise and support you.

How do I get match funding?

Lots of companies now offer match funding. Ask your employer if they can match the amount you raise in sponsorship. It's tax efficient for them and doubles your total.

How much of every £1 donated goes to benefit the children and young people?

Your contributions are always spent with the utmost care. Around 66p in every £1 donated to us goes directly to support our work with sick kids.



What is Gift Aid?

Gift Aid is a scheme set up by the UK government which lets charities claim back basic rate tax from HMRC on eligible donations from UK taxpayers. We can raise an extra 25p from every £1 you donate from your event at no cost to you. All we need are a few details from the person donating, including their full name, address and postcode, all of which can be collected on one of our sponsorship forms.



Do I need a license?

Some activities including raffles, public collections, lotteries, music events or any event which has a bar selling alcohol will require an official license. Contact our Fundraising Team for help.

How do I organise a raffle?

There are a few rules around raffles you will need to be aware of. Please get in touch and we'll give you all the information you will need.

Can I use the Birmingham Children's Hospital Charity logo?

If you would like to use our logo as part of your fundraising then please contact us at fundraising@bch.org.uk and we'll explain how and where it can be used.

How do I use social media to promote my event?

Check out our top tips page at bch.org.uk/social-media-tips-for-fundraisers to help you make the most of your social channels to promote your activities.

How do I get the money I've raised to you?

The easiest way is to pay it in online at bch.org.uk/donate or use your own JustGiving page to raise funds which will be paid directly to us. Givestar is also a great way to collect contactless donations.

You can also visit our Fundraising Hub at the hospital to pay in cash or cheques or to make a donation by debit/credit card. We can take a donation over the telephone too. If you'd like your funds raised to go to a specific ward, department or activity then please let us know.

We're always happy to take cheque presentation photos – we have a big cheque for this very purpose! If you'd like to organise one, please get in touch.

If you're sending a cheque by post, please make it payable to: Birmingham Children's Hospital Charity.

Then send it to:

The Fundraising Team
Birmingham Children's Hospital Charity
5 Rowchester Court
Whittall Street
Birmingham
B4 6DH

Are there any other ways to get involved?

There are loads more ways you can support our hospital, from volunteering your time, playing our weekly lottery or even signing up to leave a gift in your Will to us.

You can find out about all of these initiatives and so much more by visiting bch.org.uk.



Get In Touch

We're here to help you every step of the way. If you need to reach out to us, you can do so in one of the following ways:



fundraising@bch.org.uk



0121 333 8506



bch.org.uk



Thank you so much for choosing to support our sick kids. We can't wait to see what you do!

Birmingham Children's Hospital Charity
5 Rowchester Court,
Whittall Street,
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Registered Charity Number 1160875



Birmingham
**Children's Hospital
Charity**

Doing more for sick kids