



We care for babies, children
and young people in the
East Midlands – wherever they are.

Hospice | Hospital | Home

Fundraising Guide

Thank you for your support

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Yoisif enjoying Music Therapy

Welcome to Team Rainbows

Thank you so much for wanting to fundraise for Rainbows Hospice for Children and Young People, your support means the world to us, our babies, children, young people and families.

Did you know, we look after over 750 babies, children and young people with serious or terminal illnesses, living right here in the East Midlands. We only get 18% of our funding from government bodies. The rest is raised by people like you, taking part in our events, giving donations and buying from our shops.

In this pack you'll find inspiring tips, hints and advice to get your fundraising off to a brilliant start and we've also included some information about how the funds you raise will help to make a real difference to babies, children and young people living with a serious or terminal illness. So what are you waiting for? Read through the pack and get planning today!

We believe that fundraising shouldn't feel like a lot of hard work, it should be fun, simple and make you smile. That's why we're here to help. If you need anything at all, or want to have a chat about your ideas, get in touch – we'd love to hear from you.

Email: supportercare@rainbows.co.uk

Phone: 01509 638 049

LinkedIn: [linkedin.com/company/rainbows-hospice](https://www.linkedin.com/company/rainbows-hospice)

Facebook: @rainbowsfanpage

Instagram: @rainbowshospice

Tiktok @rainbowshospice

X: @rainbowshospice



How your fundraising will help support local babies, children and young people

Rainbows is a place for babies, children and young people to play, laugh and receive the best care possible. Along the way we support mums, dads, siblings and grandparents – because we know serious and terminal illnesses affect the whole family.

Because of you, we:

- have provided **1815** nights of short breaks in the past year giving families the chance to rest
- have been there for **74** families through bereavement over the last 12 months
- in the last year have supported **82** siblings of babies, children and young people with a serious or terminal illness
- can provide **24-hours** of care, seven days a week

You're part of something really special when you fundraise for Rainbows.

Here are some of the things your fundraising could help provide:

- **£5** could help our Play Team provide fun and learning using arts and crafts materials
- **£20** could fund the care of a family member who has been recently bereaved
- **£70** could fund an hour of Music Therapy
- **£80** could fund two hours of family support for families across the East Midlands, when they need us most
- **£100** could fund one day's worth of healthy nutritious food at the Hospice



Aadi enjoying our Playground



Darleen having fun in our Arts and Crafts Room



Erin decorating cakes in our Dining Room

Your fundraising goals

When it comes to fundraising, we're here to help you and to get the ball rolling, we've created this helpful planner for you to start jotting down your thoughts, ideas and fundraising targets.

Set a fundraising target:

Every penny you raise will help brighten the lives of local babies, children and young people with a serious or terminal illness. Set a target as this will help to motivate you to achieve (or even exceed) your goals.

Your fundraising ideas:

Target set, now let's think about the best ways to reach it. What do you enjoy most, will you fundraise with friends, family, colleagues or by yourself? We recommend choosing an event which plays to your strengths – and we're always on hand to help with ideas, just drop us an email on supportercare@rainbows.co.uk or call 01509 638 049.

Plan your fundraiser:

Target set, ideas set, now it's time to think about the details of your event. When and where will it be hosted? Who will you be asking for help? How will the event work? Before you get started, we'd recommend you check any costs you may incur - we'd also recommend you give our Supporter Care Team a call on 01509 638 049 as they'll be able to advise on any legal things you may need to consider to ensure everything is safe and above board.





Alfie
exploring our
Eco Garden

Involve others in your fundraising

There are lots of people you can get involved in your fundraising:

- friends and family
- local clubs and organisations
- neighbours

Your workplace is also a great place to promote your event, raise sponsorship and get people involved. Whether it's putting up posters, leaving flyers in staff rooms or sending out emails to your team explaining what you're doing and why. Who knows, a quick chat with your manager may even lead to your business match funding what you raise – boosting your fundraising target and helping us support even more local children and young people with a serious or terminal illness.

A lot of companies have budgets for matching their employee's fundraising efforts, find out if your employer does this, if not, be brave and ask if they would be prepared to support you.

Make the most of all your work contacts, such as suppliers and clients. If you know them well, they may well sponsor you through their company.

Please note, some companies will ask for a letter from us to confirm you're fundraising before they'll match it.

That's no problem, just let us know and we'll send you what you need.

Show your support with our fundraising materials

Whether you're running a half-marathon, taking part in one of our events or hosting a family fun day – we're on hand to help you. We have a range of promotional materials to help you raise awareness and let people know you're supporting Rainbows Hospice for Children and Young People.

Please get in touch with our Supporter Care Team by calling **01509 638 049** or emailing supportercare@rainbows.co.uk and we'll provide you with relevant materials to help you with your fundraising, including our "Supporting Rainbows" logo and poster templates which you can utilise to let everyone know you are doing something amazing!



Shout about your fundraising:

A great way to promote your fundraising activity is online – via Facebook, X, Instagram and other social media platforms. To help you spread the word, we've created a selection of social media assets which you can use. These include:

- a Facebook frame which includes the "Supporting Rainbows" logo
- Facebook, X and Instagram post imagery

These can all be found on our website at rainbows.co.uk/fundraise/download-resources

While we're talking about social media, don't forget to tag us in your posts on the social media channels below:



#RainbowsHospice

We love seeing what our supporters are doing for us – and we're always on hand to offer words of encouragement and to share details of the activities too.

Online fundraising

Did you know that a whopping 97% of all donations that come from social media are driven from Facebook! And to make fundraising via social media even easier, Facebook and Instagram have launched fundraising tools to help you (and us!)

Facebook Fundraising:

Facebook Fundraising is perfect whether you're fundraising ahead of an event / challenge, or celebrating a birthday or anniversary – it's also quick and easy to set up.

- click **Fundraisers** on the left menu of your Facebook news feed
- click **Select Charity**
- pick **Rainbows Hospice for Children and Young People**
- follow the on-screen instructions, adding as much information as you'd like and then click **create** – there you have it, your Facebook Fundraiser has been created

Once this is live, your friends, family and Facebook associates can donate quick and easily while browsing through their social media. When they make a donation, they'll have the option not only to Gift Aid it (if they're eligible, please encourage them to as we receive 25% extra, at no added cost to them) and to keep in touch with Rainbows to find out how their support is helping local children and young people.

Facebook Donate Button:

Did you know you can add a Facebook Donate button to any of your posts – this is the perfect way to make it quick and easy for your friends and family to make a donation to you, when you're shouting about your fundraising efforts on Facebook.

To add the button, type your post as normal and then before clicking **publish...**

- click the **...** symbol
- click **Support Charity**
- search for **Rainbows Hospice for Children and Young People** – select us when we appear
- post your update as normal

Instagram Donate Button:

To add a sticker to your story, follow these steps:

- tap on your **Stories** button
- click the Sticker button and pick **Donation**
- search **Rainbows Hospice**
- add the sticker to your story and post as normal

Please let us know if you're using Facebook or Instagram to fundraise!



How to create a fundraising page on JustGiving



Think of your JustGiving page as an online sponsorship form... and setting it up takes only a few minutes by following these steps:

1. go to [justgiving.com/rainbowschildrens](https://www.justgiving.com/rainbowschildrens) and click the big **Fundraise for us** button
2. log in (if you've used the platform before) or create a **FREE** account if you're new to JustGiving (JustGiving don't charge any fees)
3. choose **what you are doing from the event type options** – and then follow the on-screen instructions
4. tell us what you're up to by filling in the information about the event, including dates and why you're fundraising for Rainbows
5. answer the last few questions and click **create page**. Well done - You're amazing! **All donations** on your page will be **automatically sent to Rainbows**
6. edit your page by adding a picture, setting your fundraising target and telling your story. Don't forget to update the page regularly with information on how your fundraising is going

If you're collecting money offline, JustGiving has a section where you can add this. Make sure you add them to your page as you watch your total climb – and once your fundraising is complete, JustGiving will send the information straight to us!

20% of donations come after an event has ended, so make sure you post after the event with an update

By writing a summary of your fundraising efforts you could raise 9% more

By setting a fundraising target you could raise 45% more

Adding personalised pictures could raise 15% more

How to set up a team page on JustGiving

Setting up a team page on JustGiving is easy, just follow these simple steps:

1. create your fundraising page and **click view your page**
2. click the **create a team** link and give your team an exciting name
3. you'll be asked to confirm us as the charity you're fundraising for and what you are doing to fundraise
4. provide your story to tell supporters why you are fundraising and add a team photo
5. set your team's fundraising target, you can also add individual targets in the drop-down menu
6. if you're fundraising as part of a business, link your team to the company, this will help with donations
7. choose your team's web address and hit **create a team**

How to invite members to your team

Now you have an awesome fundraising team page, you can invite members to your team. This can be done in two ways:

1. you can set your page to open, this allows anyone to join
2. you can set your page to invite only, you can now add new members to your team page

For more information about JustGiving pages contact our Supporter Care Fundraiser, Neil Swift, by emailing neil.swift@rainbows.co.uk or by calling **01509 638 005**



By adding **/QRCODE/** to your JustGiving page link, you could create a QR code to direct people to your page. This could even be used on your training top!

Sharing your training miles by linking to your fitness platform (e.g. Strava) could raise 40% more

Posting regular updates could raise 6% more

Offering to wear fancy dress at a certain milestone could help you raise more money

Advice on money handling:



Wherever possible, encourage your sponsors to donate via JustGiving (or online at rainbows.co.uk/donate.) This removes any responsibility for cash handling from you, and the money is paid directly into Rainbows' bank account.

- remember to get permission and, if necessary, a licence for any public collections
- do not carry large sums of cash on you, as this leaves you vulnerable to theft
- do not leave cash in your car/bag unattended
- if fundraising during your activity (for example, via a bucket collection) have a method in place to transfer excess cash to a safe place

Keep in touch:

Thank you so much for supporting Rainbows and helping to brighten short lives.

If you have any questions about your fundraising or you're looking for some advice on how you can get involved, please email supportercare@rainbows.co.uk or call **01509 638 049**. You can also get in touch with us via any of the following social media channels:



#RainbowsHospice

Thank you for supporting us as we brighten short lives!

