

# Your Fundraising Guide

Ideas, tips and advice to help your fundraising be a huge success.



# Creating a world of play, inclusion and connection

Thank you for sharing our belief that all children with life-limiting conditions and complex disabilities should be able to enjoy a childhood filled with fun, happiness and meaningful connection.

Lifelites provides innovative assistive and sensory technology, specialist training and ongoing support free of charge to the children's palliative care sector throughout Britain and Ireland.

With no government or statutory funding, our life-changing technology is powered by fundraising and donations from amazing supporters like you.

This guide holds key information about how to create your own fundraising events and activities, from personal challenges to bake sales. The fact you're already here, starting your fundraising journey means you're now very much part of **#TeamLifelites!**

See the difference your support will make on our [website](#).

## Together we can change lives!

Our unique technology empowers over 13,500 children each year to have a voice, play with siblings and enjoy moments of meaningful connection with their families.

## You can help empower children with life-limiting conditions to...

### PLAY

“Elijah loves to play with the Tilt and Touch Table. When we first got to Rainbows Children's Hospice he wasn't very good at engaging in activities because he had spent so much time in hospital but the Tilt Table was one of the things he started to work with.”

Kim, Elijah's mum.



### CREATE

“This technology made us realise just how hard it is to find something totally inclusive and the fact that Felix can actually join in and play music is priceless. Honestly, the Lifelites technology is something so special to us. It enables Felix to feel happy and enjoy the best of times.”

Alex, Felix's mum.



### COMMUNICATE

“The ability to communicate with his eyes has already made an impact on how we interact with Lex. Communication is so important and as Lex can't speak or use sign language we finally have a means of communication. It is life changing.”

Lex's family.



# Six simple steps for fundraising success

Once you've decided on your fundraising activity, these six steps will help you succeed and smash your target!



1

## Plan and organise

Take time to plan and organise your activity. Do you need a venue? Who will you invite? Can anyone help you? What is the best date and time?

2

## Spread the word

Share your fundraiser with your family, friends, colleagues, local businesses and anyone who could support you. Social media is a great tool to spread the word far and wide. You can also use our posters.

3

## Fundraising preparations

Consider what you will need on the day. If you are selling food or alcohol you may need the correct licences from your local council. Are you holding a raffle? Take a look at our safe and legal guidelines on page 7.

4

## Celebrate your success

Did you know that 40% of donations and sponsorship come in after an event or activity? So keep sharing and let people know they can still donate or sponsor you. And make sure you send out messages of thanks to all those who did support you.

5

## Paying in your fundraising

If you have used a [JustGiving](#) page for donations your fundraising will already be making its way to Lifelites. If you've collected other methods of payment from your supporters, please follow the instructions on the Donation Form at the back of this toolkit.

6

## Enjoy the difference you have made

Congratulations, you did it! Take a moment to appreciate all the hard work and effort you put in to raise vital funds for Lifelites. You can reflect with pride knowing you've made an amazing impact on the lives of children and young people with life-limiting conditions.

**Thank you!**

If you'd like any support with your fundraiser at any time, or have any questions, send us an email: [fundraising@lifelites.org](mailto:fundraising@lifelites.org)

## Shay's story

Shay has Pearson syndrome, an incredibly rare mitochondrial disease that affects multiple body organs. Shay is an enthusiastic gamer and loves using the Lifelites technology when he visits his local hospice, one of our longstanding partners, where he can enjoy worlds of excitement using special adaptive controls or get lost in the adventures of VR gaming. Shay's dad, Alan, explains the impact Lifelites has had on Shay.

**“Gaming gives Shay an opportunity to connect with his peers and control something for himself.**

**Video games have been fantastic for Shay. They keep him believing he is a normal kid; he would not be able to play football with friends, but he can play FIFA! It provides a shared interest and it lets him compete on the same level, even though he has a disability.”**

**“Shay's condition has affected his memory, but when he's playing online with his friends, they're flowing, they're chatting away. Shay doesn't know a lot about his condition, but he knows he's different from other children. This technology gets him away from it. He doesn't think about his feeding tube or his medicines as he plays.”**



If Shay has inspired you to fundraise for life-changing technology, then why not host your own online gaming marathon with friends! Visit our [Fundraising page](#) for event posters, social media banners and much more.

Your support will help children like Shay connect with friends and family in fun and meaningful ways.

You can see the impact your fundraising will have by [visiting our website](#) and hearing from the families who will benefit.



**“I am so thankful for Lifelites' support, as it has empowered me to take part in activities and experience things my illness would have otherwise limited.”**

Habibah, a Lifelites' Community Champion and technology user.

# Boost your fundraising

Here are a few top tips to help your fundraising flourish!

## Organise a sweepstake

Sweepstakes are a great way to get people involved with your fundraising. If you're taking on a personal challenge you could ask people to guess your finish time or how many steps you'll take or organise a sweepstake for a sporting event or TV show like Bake Off. Visit our [Fundraising page](#) to download your own **Sweepstake Template**.

## JustGiving

This is the easiest way to collect donations and sponsorship and your fundraising is sent directly to Lifelites. You can add offline donations to your page and create a unique QR code to easily share with friends, family and colleagues. Click the link to get started: [justgiving.com/lifelites](https://justgiving.com/lifelites)

## Connect with your community

Connect with community groups for support and contact local media to expand your reach to a wider audience. For information on how we can support your fundraising efforts, please email us at: [fundraising@lifelites.org](mailto:fundraising@lifelites.org).

## Get local businesses involved

Ask local businesses to support you with raffle prizes and promotion. Approach your employer and see if they can match your fundraising. Put up posters around your work space and encourage colleagues to share with their networks. If you are going to approach local businesses then please email us at: [fundraising@lifelites.org](mailto:fundraising@lifelites.org).

## Gift Aid

We could claim an extra 25p for every £1 donated with no extra cost to you or your supporters. Please visit our [Fundraising page](#) for a **Donation Form** or **Sponsorship Form**. If you're using our secure [online donation form](#) or JustGiving, then don't worry, a Gift Aid option is automatically available.

## Share, share... then share some more!

The easiest way to share your fundraising activity is via social media:

1. Regularly remind people why you're fundraising and share your Just Giving page
2. Post in any group chats you belong to and ask members to donate and share
3. Ask friends, family and colleagues to share your fundraising page with their networks
4. Take photos and videos of your fundraiser and share during and after the event
5. Keep everyone up to date on your fundraising and any other news
6. Remember to thank everyone who supports you

You could also add a banner to your emails or a Lifelites logo to your Zoom background.

Whatever you decide to do, you will be making a life-changing difference to children and young people with life-limiting conditions.

## Fundraising success story

**“ I really enjoyed the challenge which was tough; it was certainly a test of endurance and stamina - mind over matter!”**

Meet David Elliot, cycling enthusiast and a #TeamLifelites! fundraiser. In June 2024, David took part in an epic 205 mile challenge called, ‘Chase the Sun South’, which he completed in an amazing 18 hours and 13 minutes and raised over £1,400 for Lifelites! David’s incredible efforts will help us continue providing life-changing technology to the children and their families.

**“ Through their technology, training and support, Lifelites can help make fantastic experiences for children and help them communicate with their families. I am really interested in that work and wanted to support them through this challenge.”**

If you are a cycling enthusiast, or you have a hobby that could make a great challenge, you can turn it into a fundraising opportunity too! Take a look at [our challenges](#) and find out how any hobby can be turned into a sponsored charity event.

**“ This was an extremely tough challenge and everyone at the Charity has huge respect and admiration for David’s incredible efforts and for raising such a great amount for children with life-limiting conditions across Britain and Ireland.”**

Simon Pitts,  
Head of Fundraising and  
Communications, Lifelites



# Keeping it safe and legal

It is vital that your fundraising is safe, ethical and legal. Please read through the advice below and contact us if you have any questions or need further advice.

## Notifications and permissions

As an 'In Aid' fundraiser it is important that you let us know you are raising funds for Lifelites. As well as offering advice and guidance, we can support your efforts to help you achieve your goals.

If you are holding an event in a public place you must get the relevant permissions from the property owners or the local authority.

## Photos and video

Please make sure that anyone attending your event or activity knows that you are taking photos and video, and offer them the option of not being featured if they really don't want to.

## Insurance

If you are holding an event or activity where the general public will be attending, you may want to consider taking out Public Liability insurance, particularly if you are not covered by the venue you are hiring from. Please note that Lifelites will not be liable for any activity or event you host to raise funds. It is also prudent to check your home insurance if you are fundraising at home.

## First aid

It is essential that people attending your event are safe, so please make sure you have the appropriate level of first aid cover in place. For smaller events a single person with first aid knowledge should be sufficient, but for larger events with around 500 plus guests there should be at least two qualified first aiders in attendance. More information is available from **St John Ambulance**

## Food and drink

If you are preparing food, especially home-made items, please ensure that you adhere to the highest hygiene standards possible and that all ingredients are displayed, especially in regards food allergies and intolerances. Further information is available from the **Food Standards Agency**

If you are selling food and/or alcohol at your event you may need a special license. Please check with your local authority for confirmation.

## Public collections, raffles and prize draws

There are specific rules governing raffles and public collections, and licenses may be required. Please visit the **Gambling Commission** and contact us for collection buckets and tins.

## Data protection

We take the protection and use of personal data very seriously and you should too. Only collect the information you need for your event and keep it safe, do not share it and make sure you dispose of it safely as soon as it is no longer required.

You can read more about our data protection policies at: **[lifelites.org/privacy](https://lifelites.org/privacy)**

**You did it!**

## Congratulations, what a fantastic result.

On behalf of everyone here at Lifelites we would like to say a huge thank you for raising life-changing funds for children and families across Britain and Ireland.

Below are a number of ways you can get your fundraising to us so we can put it to good use as soon as possible.



### JustGiving

If you have been fundraising via a JustGiving page, all the donations made on your page will be sent directly to us, including Gift Aid. As long as your page is active, we will also receive any future donations.

### Online via our website

You can pay in your fundraising or collections by **following this link** and selecting 'paying in fundraising'. A free text box will be available so you can let us know any details of your event.

### Bank Transfer

You can make an online payment directly to our bank using the following details:

**Bank Name: NatWest**  
**Account Name: Lifelites**  
**Account number: 26601672**  
**Sort Code: 60-30-06**

Please use your family name as reference and send us an email at [fundraising@lifelites.org](mailto:fundraising@lifelites.org) so we can look out for your transfer.

### By post

You can send a cheque made payable to Lifelites, along with a completed paying in form and any sponsorship forms you may have used to the following address:

Lifelites  
60 Great Queen Street  
London, WC2B 5AZ

Please **DO NOT** send cash in the post.



# My Check List

- Decide on an activity, event or a challenge
  - Assemble my team of helpers
  - Let Lifelites know what I'm doing
  - Set up a fundraising page and decide on a target
  - Tell everyone what I'm doing and why
  - Share my fundraising page link with everyone
  - Connect with Lifelites on social media
  - Ask my employer about matched giving
  - Post regular updates on social media
  - Get insurance and licenses, if required
  - Get permissions for public collections
  - Contact local businesses and groups for support
  - Contact local media
  - Send photos of my event to Lifelites
  - Smash my target
  - Thank all those people who supported me
  - Have fun!
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# Thank you for being a part of #TeamLifelites!

**Your support  
is amazing!**

Thank you for giving children with life-limiting conditions the ability to play, create and communicate with the people they love.



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