



## **When You Wish Upon a Star**

# **GOLD CHALLENGE FUNDRAISING PACK**



Dear **Gold Challenger**,

Thank you so much for signing up to the Gold Challenge for When You Wish Upon a Star. We are thrilled to be involved in such a fantastic initiative on the countdown to the Olympics this summer and to encourage as many people as possible to get involved!

If you're trying a new sport, or polishing up your existing skills, thank you for taking part. We will make sure the money raised continues to grant the wishes of children living with life threatening illnesses within the UK.

The Gold Challenge website is a great resource for finding out more about your chosen sport or how to connect with the right clubs or national federations so do take a look at [www.goldchallenge.org/sports/the30sports](http://www.goldchallenge.org/sports/the30sports). In this pack we've also put some handy fundraising hints and tips for you! If you have any further questions, please do not hesitate to get in touch with our Fundraising Team at [fundraising@whenyouwish.org.uk](mailto:fundraising@whenyouwish.org.uk).

Most important of all we hope you have fun taking part and thank you once again,

Good luck and best wishes

**The When You Wish Upon a Star Team**



## **What does When You Wish Upon a Star do?**

*When You Wish Upon a Star* is a small charity whose primary aim is to grant the Wishes of children suffering from life threatening illnesses. Since we started in 1990, we have granted over 14,500 wishes for some very brave and courageous children and their families. All children have Wishes, but for these children and their families that Wish is so much more precious.

For the past 21 years When You Wish Upon a Star has been proudly granting the Wishes of children living with life threatening illnesses across the UK aged between 2 and 16 years old.

As you may know, all children have Wishes, but for the children and families we support, that Wish is so much more precious. Each Wish brings with it the opportunity to look forward to something very special, to forget about their often painful treatments and to simply be a child for the day, creating special treasured memories.

Monies fundraised will go towards granting these special Wishes. For some it is an exciting trip to Disneyland in Florida, for others it is a chance to meet their favourite sporting hero or pop star. Some children Wish to be a fairy princess or soldier for the day, whilst others would simply like a laptop to keep in contact with their school friends whilst in hospital.

One of the biggest highlights for the Charity is taking hundreds of Wish children on a very magical trip to Lapland to meet the real Father Christmas. We could not organise such trips without your help and support.

As a non-government funded charity, we solely rely on donation-giving and monies raised from events. Without the generosity of the community and businesses alike, we would not be able to continue granting the Wishes of these very brave and courageous children.



## **Where does your money go?**

**£25** pays for a Nintendo Game for a DSI

**£50** will go towards the furnishings for a bedroom makeover Wish

**£75** will fund a karaoke machine for a budding star to be

**£100** buys a special outfit for a wish child to be a fairy or their favourite hero!

**£200** pays for a family of four to spend a fun filled day at Legoland with an overnight stay

**£300** pays for a VIP experience in a limousine to meet a favourite celebrity

**£500** will buy a wii console and games etc... For a child which will keep them entertained for endless hours

**£700** will pay for a child and guardian to spend a magical day in Lapland and meet the real father Christmas.

**£1,000** pays for a home cinema system for a child who is housebound during long periods of treatment

**£3,000** pays for a 5-day break to Disney Paris, for a very special child and their family to meet Mickey Mouse and friends

**£7,000** creates a magical family experience in Florida and the opportunity to meet Mickey mouse and swim with dolphins

**£70,000** enables us to charter our Santa express and fly 100 very special children to Lapland to meet the real father Christmas

## **Fundraising**

Is easier to do then you may think! You can make it fun to do as well!

First things first – setting up your online sponsorship page – where anyone you know, from anywhere in the world can go onto your page and sponsor you as much as they want and the money comes straight to When You Wish Upon a Star so you don't have to worry about collecting the money from your supporters.

Simply go to [www.justgiving.com/whenyowish](http://www.justgiving.com/whenyowish) to sign up and make your own sponsorship page and set your own fundraising target.

- Having your own page is a secure place for friends, family and colleagues to securely and quickly donate money using a credit or debit card. Make your page unique by including a photo or a video of yourself, (maybe one of you training?!), write your own message explaining why you've chosen to take the Gold Challenge for When You Wish Upon a Star, and you should also post regular updates on your training and fundraising – this will encourage people to come back to your page!
- You don't have to worry about collecting the money or looking after it, as it is transferred directly to our bank account and we can start putting the money to good use straight away. When You Wish Upon a Star can also apply for Gift Aid on all donations received from UK taxpayers – allowing us to receive even more money. So remember to get your donors to tick the box saying you are a UK taxpayer
- **Social Media**  
Remember to use your facebook or twitter to share your sponsorship page with your followers and friends: and ask your workplace to publicise your efforts on their website or intranet site too
- **Spread the word!**  
Tell EVERYONE what you are doing! Use email signatures, work notice boards, local press; answer phone messages; print off flyers and posters to put up in your gym, school, church, college or university!
- **Why should people sponsor you?**  
It is important that you can explain to people why they should sponsor you in support of When You Wish Upon a Star – we can provide leaflets, posters for information on the charity
- **Approach your employer**  
Ask your company if it operates in a matched-giving scheme, which means it'll match your fundraising pound for pound. If they can't be persuaded, ask for a donation or let you arrange some fundraising events within the workplace!

- **Don't feel daunted**  
By breaking down your fundraising target into easily achievable chunks, it is less daunting! Divide your fundraising target by months until your deadline and work towards your monthly target, instead of one amount.
- **Play to your strengths**  
Where do your talents lie? If you're good at something, make some money out of it! E.g. gardening, odd jobs, making cards, making cakes, running a gig night, sports quiz night etc
- **What's in it for me?**  
Don't rely on sponsorship alone. People are helping you to achieve your goal, so give them something in return. How about a quiz, battle of the bands night or 'Come dine with me' style dinner party?
- **Don't give up**  
Persistence really pays off. You don't want to pester people too much, but there's nothing wrong with sending out an email reminder a couple of weeks after your first request. Don't be afraid to do this – people genuinely forget, and will appreciate the prompt.
- **Street collecting**  
Take to the streets to appeal to the general public! Contact your local council in applying for a street collection permit; alternatively ask the permission of your local supermarket, shopping centre or pub to collect there. We will provide the collection tins and a letter of authority.

## Event Ideas!

Why not give your donors something for their money instead? Host an event, big or small, and get those pounds rolling in!

### **Host a dinner party**

Invite 10 friends for dinner, charging them £15 a head for their meal. Ingredients needn't be expensive – make a huge casserole or paella or buy some cheap party food. You could theme your dinner party e.g. Tapas or Mexican or there's always a 'Come Dine with Me' theme. Contact us if you need any recipe or menu inspiration!

### **Throw a party**

Contact your local pubs and venues. Many places are prepared to give you a bar or area for free for you to hold a club night, party or theme night for free. You can ask people to pay for entry and then run a raffle to maximise your takings. How about a new bands night, a fancy dress party, a murder mystery, a vicars and tarts party (!) a speed dating party...the possibilities are endless!

### **Coffee Morning**

Lots of people fundraise through coffee mornings, but what about a networking event? You could call it a 'Breakfast Club' hold it at work, local cafe and ask people to donate

### **Games Night**

Play 'rebel bingo' or board games all night, with people paying to take part. You could give them the chance to win a prize if they get the highest score, or the sociability and enjoyment of the event could be enough for them...along with some nibbles!

### **Cheese & Wine Tasting**

Many wine bars/shops offer tasting sessions for local organisations and they can assist in your fundraising efforts. You can receive a commission for every bottle sold and hold a raffle as well. You could hold this at your house as an alternative and make a real night of it with a selection of cheeses...guess the wine, region, body etc!

### **Promises Auction**

Friends and family offer their services, from baby-sitting to dog walking, for sale to the highest bidder etc

### **Bring & Buy**

Clear out the loft and raise a bundle at your local car boot sale. Whether you're selling any unwanted gifts or clothes, your kitsch could be someone else's treasure! Bake a batch of cakes and add a cake stall too, yum!

### **The \$%# Swear Box**

It's very easy to organise and a great tongue-in-cheek aid to cleaning up your work environment! You'll be amazed at how quickly those persistent offenders change their behaviour. You could also run a book on who will be fined the most...oops!

### **The Infamous Office Quiz**

Run this from the canteen or the local pub. Just charge the entrance fee and have an item or two donated for a prize – we are on hand to help where we can! We can also help you with the quiz questions.

### **That's My Baby!**

Get baby photos and have a competition to see who can guess which bundle of joy is who! Simple but lots of giggles can be had along the way...

### **Dress Down Day**

The idea is that people make a donation to dress casually. You could even persuade the most adventurous to adopt fancy dress for the day and get sponsored. If your employers won't allow fancy dress day, try suggesting a bad tie day or something similar!

### **Cake Sale**

Bake a batch of cakes at home, also asking colleagues to make or buy cakes for you. Then sell them by the slice or whole at work. It's a simple way to raise money and perk up the morning coffee break! You could sell fruit to the health-conscious colleagues!



### **Run a Raffle**

Approach local companies or your company directors for prizes, we will provide a letter of authority to help. Anything from bottles of wine, hampers, dinner at a local restaurant, tickets to a sporting event or the theatre. Offer publicity in return, for e.g. in the local press or on raffle tickets/posters.

...remember to get your local radio station and local papers involved to help with generating publicity and donations!

**If you need any more help or advice, please just get in touch!**

**Good Luck!**



### **What to do if you are not using Just Giving and you're collecting money in?**

The best way to send us the money you've raised is for you to either do a BACS transfer or you to bank the money and then send in a cheque made out to 'When You Wish Upon a Star'. Please do not send any cash through the post.

Whenever you send money to When You Wish Upon a Star, please enclose one of our collection slips, so we can make a record you have raised!

When You Wish Upon a Star is entitled to apply for Gift Aid (reclaim tax) on all donations received from UK taxpayers. You will need to tick the box on your completed sponsorship forms and send copies of all sponsorship forms to us for us to be able to claim the Gift Aid. If people are donating to you online, please remind them to select 'I am donating my own money' in the Gift Aid section.

Please send all sponsorship monies and collection slips to:

#### **When You Wish Upon a Star**

Futurist House  
Valley Road  
Nottingham  
NG2 6DD

Thank you again for all you do in raising money and awareness of the important work which we are funding, of granting special wishes to children within the UK who are living with a life threatening illness.

We hope you have fun completely your challenge and raising money.

**GOOD LUCK!**



**Collection Slip: Gold Challenge**

First Name..... Surname.....

Address.....

.....

..... Postcode.....

Telephone..... Email.....

Please find enclosed £.....

Please note that I (please tick the below)

- Will be sending in more funds
- Have no more funds to send in

Signature..... Date.....

When You Wish Upon a Star is a registered UK charity, No. 1060963

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