

Fundraising Pack

Abby's Heroes
Basepoint Southampton
Unit 20
Andersons Road
Southampton
SO14 5RE

www.abbysheroes.org
info@abbys-heroes.org

Registered Charity No: 1170676

Abby's Heroes



Thank you for choosing to support the Abby's Heroes.

Abby was diagnosed with Ewing Sarcoma, a rare type of bone cancer, in 2013 aged 8 years and 10 months. During her fight, Abby had 23 rounds of chemotherapy, 50 days of radiotherapy, stem cell harvesting, scans, cannulas, drains, intensive care stays and pioneering surgery, to remove the tumour from her clavicle and replace the missing bone with her second toe and main metatarsal from her right foot. In May 2014, Abby was officially declared in remission and spent 6 carefree months getting back to school and back to her beloved dancing. The day after Christmas, 2014, Abby's cancer returned. Despite a truly awe-inspiring fight she lost her battle on 29th May 2016. Her parents set up the charity after experiencing first-hand these life changing events.

We provide financial assistance to families to help with the additional costs of caring for a child who has cancer. Since the charity started, we have supported hundreds of children and their families needing a helping hand.

In this pack, you will find ideas of how to raise funds for Abby's Heroes, how you can make a difference, some fundraising guidelines, and a sponsorship form.

Welcome

Every day around 10 children and young people in the UK hear the devastating news that they have cancer. With your help, we can support more children and their families in the Wessex Region.

All children living in Hampshire, Isle of Wight, Dorset, Wiltshire, and West Sussex will receive treatment at the specialist children's cancer unit on the Piam Brown Ward or the Teenage and Young Adult Unit (TYA), at University Hospital Southampton. They may also receive treatment at their local shared care hospital such as Royal Hampshire County Hospital, Queen Alexandra Hospital, St Richards's or Basingstoke, Poole, and Salisbury Hospitals.

When a child is diagnosed, many parents are forced to give up work or take unpaid leave to take care of their sick child but, of course, the mortgage, council tax and other household bills don't go away.

Whether it is helping with travel costs to hospital, helping with bills or sadly funeral costs, we want to help ease the financial burden faced at this very difficult time.

Our Grants

Our charity has been supporting children and their families at Piam Brown Ward and the TYA since 2017 and has helped hundreds of families since then. Families of children can apply to Abby's Heroes for a financial grant.

To make sure your money gets to the families who need it, we work in conjunction with the Social Workers on the Piam Brown Ward and the TYA They provide the vital link between the families and the charity. The family's needs are assessed and validated and a grant application made to the Trust.

During 2020, 83% of the grants we awarded were for financial and practical help with rent, mortgage payments, household bills, costs due to long hospital stays and travel expenses to hospital appointments to families really struggling financially. The remainder of the grants were for wishes and memory making for families to spend precious time together.

We have supported families by donating vouchers to local attractions so children and their families can escape for a few hours from everything else going on.

Welfare Packs

We are providing Welfare Packs to the families of all newly diagnosed children on the Piam Brown Ward to help ease the financial pressure when they first arrive on the ward.

Little extras on the ward

We provide a snack box on Piam Brown Ward for parents in case they have no food when they arrive or their child is too poorly for them to leave the ward. We also provide new magazines to the ease boredom and the endless hours spent on the ward for parents.

Days Out Programme

We have developed a Days Out Programme where children and their families can escape for a few hours from everything else going on. We have given vouchers for local attractions such as Paultons Park, Marwell Zoo and Longleat.

We have booked group theatre tickets for families to have a special treat.

Taxi Service

We are providing a taxi service for parents who have no access to a car and are unable to get to or from the hospital. Hospital transport might not be available if children are discharged in the evening or weekends so a taxi will be arranged to take them home.



Our Families

Since the charity started, we have supported hundreds of children and their families who are facing a very difficult time following the diagnosis of cancer.

Below are just some of the comments we have received:



"We really cannot thank you enough for your generous donation, it was like a gift from above that day when we were told that you could help. Since January, we have been to The Royal Marsden over 8 times and Poole for the Neurologist. Our world fell apart again in November last year when we were told of the recurrence as Henry had been stable for 3 years. Henry has had several seizures and has had mobility problems since, my husband had to give up work and unfortunately the benefit system has taken 12 weeks to sort and with me working it isn't much towards our household of 5. The money you donated took so much pressure off us as a family. We really cannot thank you enough. As Henry was diagnosed with a terminal brain tumour back in 2014 and given 14 months with only standard treatments on NHS, we sold up everything to pay for treatments abroad - this has kept Henry going until last year when his tumour has become resistant again "

"I wanted to write and thank you for the kind and generous donation Abby's Heroes made my family this month. Our daughter has been diagnosed with Acute Lymphoblastic Leukaemia since Feb 14, our world has been tipped upside down, your support has been so timely, compassionate and helpful. Many Thanks."

"We are hugely grateful to Abby's Heroes for the grant they gave us towards our travel to and from Central London during our son's six weeks of radiotherapy. It is one less thing to worry about during a particularly stressful time"

"At such a difficult time, it is lovely to have someone who can help not just with support but financially too. We really appreciate your help"

Fundraising ideas

Abseiling, Afternoon Tea Party, Arts and Crafts, Baby picture quiz, Badminton Tournament, Bag packing, Cake day/Sale, Car Boot Sale, Car Wash, Dance Show, Dancing Evening, Dance Marathon, Easter Egg Hunt, Exercise Bike race, Face Painting, Fancy Dress Party, Fashion Show, Garage Sale, Garden Party, Halloween party, Hair beading/ plaiting, Irish dinner party, it's a Knockout competition, Ice-cream eating competition, Jam Making, Jewellery making, Juggling Competition, Karaoke evening, Kite Flying Competition, Knitting Competition, Lilo races, Limbo competition, Mexican Themed party, Movie Night, Mufti Day, Nature Trail, Nearly New Sale, Netball Tournament, Onesie Day, Opera Evening, Open Garden, Photo Competition, Plant Sale, Paintballing competition, Quizzes, Race Nights, Raffles, Riding Competition, Sports Day, Sponsored Silence, Theme days, Tug of war, Themed Dinner Party, University Challenge, Variety Show, Volley Ball Competition, Vintage Car Day, Valentine's Day event, Video-a- thon, Wine Tasting, Washing Cars, X Factor talent show, Yacht race, Yoga Marathon, Zip wire challenge, Zoo themed day.

How can you make a difference?



£30 could pay for a child to go on a day out or trip to the theatre

£100 could pay for the snack box we provide the Piam Brown ward for a month





£112 could pay towards a Welfare Pack for families which includes hospital parking

£200 could pay for an End of Treatment Award





£300 could pay for help with the household bills for a family

£500 could pay towards the mortgage or rent to give a family some financial breathing space



Fundraising guidelines

Abby's Heroes really appreciates everything you do to raise money for the charity, but we want you to do this safely. We advise you to identify any potential hazards before you decide to hold an event by completing a risk assessment.

Collections

If you want to organise a collection door to door, or out in public, you will need to obtain a licence from the Council first.

Temporary events licenses

If you are having alcohol and/or live music at your event and it is not being held at someone's home or pub, club, restaurant, and members of the public will be attending, you will need to obtain a temporary events licence. Your local authority will be able to give you more information and guide you through the necessary procedures.

Food and food hygiene

If you are intending to sell food to the members of the public at your event, you will need to make sure that your venue has adequate facilities that match the specific requirements of food handling and safety. Any persons involved must have the correct training. Contact your local council for food hygiene regulations and visit www.food.gov.uk

First aid cover

The amount of first aid cover you need will depend on the size of your event. First Aid providers you might like to choose are St John Ambulance www.sja.org.uk or The British Red Cross www.redcross.org.uk

Raffles and lotteries

If you are holding a raffle within a 24-hour period in one single venue and it is part of the event, you can use the standard books of cloakroom tickets. If however the raffle exceeds this time period, alternative tickets and requirements apply. www.gamblingcommission.gov.uk



Fundraising hints and tips

Find the right venue

Think about the space you will need be it inside or outside and what facilities you need. Don't forget to tell the venue it is for charity as you may get a discount.

Give yourself plenty of time

Make sure before you set a date that you give people plenty of notice so they can put it in their diaries. Think about the best time of the week to hold it. Weekends are the most preferred days, or if it's at work Fridays are a good day to choose.

Make a budget

Work out how much you hope to raise after you have covered all your costs, every little thing adds up. Ask to borrow things rather than buy and ask local businesses to donate prizes.

Gift Aid it

Gift Aid is a scheme that allows charities to claim an additional 25p for every £1 donated by UK Tax Payers. Always ask your sponsors to tick the box on the sponsor form. It is important to make sure each sponsor's full address including their house number/name and postcode is there so we can claim the Gift Aid.

Publicity and media

Tell everyone about your event and what you are doing. The more you tell the more support you will have - get the local press and radio involved. Put up posters and give out leaflets. Use social media to tell your friends about the event.

Setting your fundraising target

Tell everyone what your fundraising goal is and why you are doing your charity event. Facebook and Twitter are ideal for inviting and updating people. Seeing how you are progressing will inspire people and encourage them to give generously.



Set up a sponsorship page

Setting up your own online sponsorship page is the easiest and quickest means of collecting immediate support from families, friends, and work colleagues.

There are several options available where you can set up your own fundraising page and sponsorship form.

Virgin Money Giving is one of the most cost effective for the charity but you are welcome to use whichever you prefer.

By setting up your own online fundraising page you can raise more money and reach more people. It takes a matter of minutes to set up your page and it is so easy for your family and friends to donate. Sponsorship money donated via your fundraising page is sent directly to us, so that saves you having to collect all the money pledged to you. In addition, the Gift Aid is processed directly for us.

Remember to personalise your page and include pictures and explain why you are fundraising for us. Tell everyone you know and don't be afraid to send reminders; people will see how dedicated and determined you are and will soon want to help you achieve your goal.



Paper sponsorship forms

You can print as many of our paper sponsorship forms and give copies to your family and friends and local businesses to help you collect extra donations to reach your target.

Sending in your money

You should aim to send your money within a month of completing your challenge.

Cheques

Please send in any cheques payable to "Abby's Heroes" We recommend you send these in as soon as possible as cheques can go out of date. When sending us your sponsorship money please make sure you write your full name, event name and date on all cheques, sponsor forms and correspondence.

Please send to:

Abby's Heroes
Basepoint Southampton
Unit 20
Andersons Road
Southampton
SO14 5RE



Keep in touch

If you need help and advice, please call us and we will help you and keep you motivated in achieving your goal. After all, you are helping us to support our families!

Sally Randall 07779 718835

At the Bank

You are welcome to make a deposit at the bank and our details are:

Account Details: Lloyds Bank, 413 Bitterne Rd, Southampton SO18 1DA

Account Name: Abby's Heroes
Account No: 28223568
Sort Code: 30-90-86

Please send an email to info@abbys-heroes.org to advise a deposit has been made so that we can allocate this to your name.

Online Transfer

You can make an online bank transfer to our account:

Account Details: Lloyds Bank, 413 Bitterne Rd, Southampton SO18 1DA

Account Name: Abby's Heroes
Account No: 28223568
Sort Code: 30-90-86

Please quote your full name as the reference and also, send an email to info@abbys-heroes.org to advise a deposit has been made so that we can allocate this to your name.

HELP ABBY'S HEROES TO SUPPORT CHILDREN & THEIR FAMILIES AFTER A DIAGNO

CANCER

Abbys	Heroes
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PARTICIPANT"S ADDRESS: PARTICIPANT'S NAME: EVENT NAME: EVENT DATE: We, who have given our name, home address and postcode below, and who have ticked the box entitled 'Gift Aid', want ABBY'S HEROES to reclaim tax on the donation

detailed below, given on the date shown. We understand that each of us must pay income tax equal to the tax reclaimed by the charity on the donation. PLEASE NOTE – GIFT AID IS NOT APPLICABLE TO COMPANY DONATIONS AND CANNOT BE RECLAIMED AGAINST PERSONAL DONATIONS MADE AGAINST A COMPANY ADDRESS OR FOR ANY ADDRESS WITHOUT A FULL POSTCODE AND HOUSE NAME OR NUMBER.	VTICK FOR ABBY"S HEROES TO RECLAIM GIFT AID					
	DATE GIVEN					
	AMOUNT DONATED					
	FULL POSTCODE					
	FULL HOME ADDRESS					
	TITLE FULL NAME					
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THANK YOU SO MUCH FOR YOUR SUPPORT

Abby's Heroes, Unit 20, Basepoint Centre, Andersons Road, Southampton, SO14 5FE PLEASE MAKE CHEQUES PAYABLE TO 'Abby's Heroes' AND RETURN ALL FORMS TO

E-mail: info@abbvs-heroes.org Website: www.abbvs-heroes.org Registered Charity No: 117067