



When you wish upon a Star

Registered Charity No. 1060963

Granting Wishes for children with life threatening illnesses

Fundraising Pack



whenyowishuk



When You Wish Upon a Star is a charity dedicated to granting the Wishes of children between the ages of 2-16 years who are living with a life threatening illness. Since 1990 we have granted over 17,000 Wishes creating smiles on the faces of some very brave and courageous children.

Thank you for choosing to fundraise in support of When You Wish Upon a Star, hopefully you will find everything you need in this pack to help your fundraising run smoothly. We have tried to include everything you may need but in the event you need any further help or support the fundraising team are here to help. Please do not hesitate to contact us and we will try our very best to help you.

As a non-government funded charity, we rely solely on fundraising events and the generosity of the public to enable us to grant the Wishes of these brave and courageous children.

Set yourself a target and aim to reach it, your donation will go a long way to helping grant these magical Wishes.

With your support we can create an amazing experience during a very difficult time.

About us



What your donation can buy

£50 ★ Will pay for a Disney Princess outfit

£70 ★ A day with ponies and a riding lesson

£100 ★ Theatre ticket to a West End Show

£200 ★ Games console with games

£500 ★ Laptop/iPad with accessories

£900 ★ Will pay for a child and guardian to spend a magical day in Lapland and meet the real Father Christmas

£1,000 ★ Enables us to book a VIP weekend to London for a child and their family to see a show and take in the sights

£3,500 ★ Pays for a 4-day break to Disney Paris for a Wish child and their family to meet Mickey Mouse and friends

£7,000 ★ Creates a magical family experience in Florida to meet Mickey Mouse

£90,000 ★ Enables us to charter our Santa Express and fly 80 very special children to Lapland to meet the real Father Christmas



Wishes

The Wishes we receive are varied and far reaching. For some it is an exciting trip to Disneyland in Florida, for others it's a chance to meet their favourite celebrity or sporting hero. 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.

All children have Wishes, but for these children and their families, 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 simply to be a child for the day whilst creating special treasured memories.



Wishes



Lapland

Each December, When You Wish Upon a Star takes 80 very special children on a truly magical trip of a lifetime to Lapland to visit Father Christmas. This is the highlight of the charity's year. The trip gives the children who are living with a life threatening illness, respite and time out from painful treatments to simply be a child for the day. It also gives the parents a break and chance to see their children smile. Precious moments last long after the day is over.



The journey to Lapland begins at 4am. The children and their families arrive at the airport ready to board the When You Wish Upon a Star Santa Express and they are all full of excitement!

On arrival in Lapland they experience the wonders of the magic forest and enjoy husky rides, reindeer trails, snow mobiles and hot chocolate with toasted marshmallows around the campfire. There is also plenty of time to go sledging, make snow angels and have snowball fights.

The children and their families are then taken to the hotel where dinner is served whilst the Elf music band entertains everyone. Once dinner is over Rudolf brings along our very special visitor, Father Christmas on his sleigh to meet all of the children & to give each child a present.

Still full of excitement and energy the families cross the Arctic Circle to make a special visit to Santa's Village. They meet the Elves in the post office who are sorting letters from children all over the world. They have a chance to slide down the ice slide and it has been known they could witness the amazing Northern Lights before returning home.



How you can support

Corporate Support

Establishing a local or national partnership with When You Wish Upon a Star will help to demonstrate your company's Corporate Social Responsibility. Fundraising for charity is a great way to promote team building within the workplace, it can help to encourage creativity, motivate staff and improve communications. Fundraising is also an effective way in which to project a positive corporate image and encourage a positive impact through fun activities for all employees.

Community Support

Enlist the help of your school, group or club. There are many ways in which you can fundraise as part of a community group. You could get your school or class involved or if you already belong to a group why not organize an event together- Hold a Fancy Coffee and Cake morning, Halloween quiz night or a Wear What You Wish day.

Make a donation

To help When You Wish Upon a Star continue granting Wishes for these amazing children you can make a one off donation in any of the following ways - Donate via our website, Facebook page or you can contact us directly at the address on the back page of this booklet. You can also choose to set up a standing order, direct debit or payroll giving

Special Occasions

Have you got a celebration coming up? Instead of gifts for an anniversary, birthday or even your wedding, guests can make a donation to *When You Wish Upon a Star*

Form a Friendship Group

Get together with a group of friends or work colleagues to help organize fundraising events such as Fancy Coffee & Cake? Wear What You Wish, golf days or pub quizzes in your area. Working together as a group, will not only help you raise money for *When You Wish Upon a Star* but is also a great way of having fun with friends. You will have the full support of an experienced fundraiser to help you every step of the way.



Become a Volunteer

Help out at local events, bag packing or bucket collections held by *When You Wish Upon a Star* or other supporters. Contact the fundraising team directly at the address on the back page of this booklet, where we can send you information about how you can help

A-Z Fundraising Ideas

A Auction
Afternoon Tea
Arts and Crafts Fair

B Bike Ride
Bake off
BBQ

C Coffee Morning
Colour Run
Car Wash

D Dress Down Day
Dog Walking
Dragon Boat Race

E eBay for Charity
Egg & Spoon Race
Easter Egg Hunt

F Fashion Show
Football Tournament
Family Fun Day

G Golf Tournament
Guess the number of..
Give it up

H Head Shave
Halloween Party
Hair Beading & Braiding

I It's a Knock-out
Indoor Games
Insanitython

J Jewellery Making
Jumble Sale
Joke-athon

K Karaoke Night
Kick a Goal Competition
Knitting Competition

L Laps for Lapland
Ladies Night
Litter Picking

M Marathon
Match Funding
Musical Evening



N

Non Uniform Day
Netball Match
Name the Bear

S

Skydive
Stars for Wishes
Sponsor a Seat

O

Open Mic Night
Odd Job Day

T

Tombola
Three Peaks Challenge
Talent Show

P

Photo Competition
Pyjama Party
Poetry Competition

U

Unwanted Gifts
University Challenge

X

Xmas Party Raffle
Xmas Cards
X- Factor Competition

Q

Quiz Night
Quit something
Quidditch Match



V

Variety Show
Vehicle Rally

Y

Yoga Marathon
Yacht Racing



R

Raffle
Rounders Match
Read-athon

W

Waxing
Wine Tasting Event
Wear What You Wish

Z

Zumbathon
Zip Lining

A-Z Fundraising Ideas

Keep it simple

Choose a fundraising event you will enjoy – then have fun organizing it and participating. Be realistic about how much work you can take on – devise a plan and form a small committee, recruiting your friends and family to help you.

Hints & Tips

Keep it legal

The simplest way to check you have the correct licenses to carry out your event is to contact your Local Authority. There is a good chance you will need a license if you are doing one of the following:

Providing alcohol or entertainment
(including recording music)

Holding a raffle, lottery or auction

Organising any sort of public collection

Putting banners or signs in public areas

For more information please visit
www.how2fundraise.org for more useful advice

Please note When You Wish Upon a Star cannot accept responsibility for any loss, damage or injury suffered by you or anyone else taking part in your fundraising event



Personal health & fitness

Ensure you are in good health and physically able, particularly if you are taking part in a physical event

Health & Safety

When planning an event make sure all equipment and facilities are appropriately supervised, all equipment has been tested and operators are trained in its use. Take into account food hygiene, especially safe preparation, storing & displaying of food.

Keep in touch

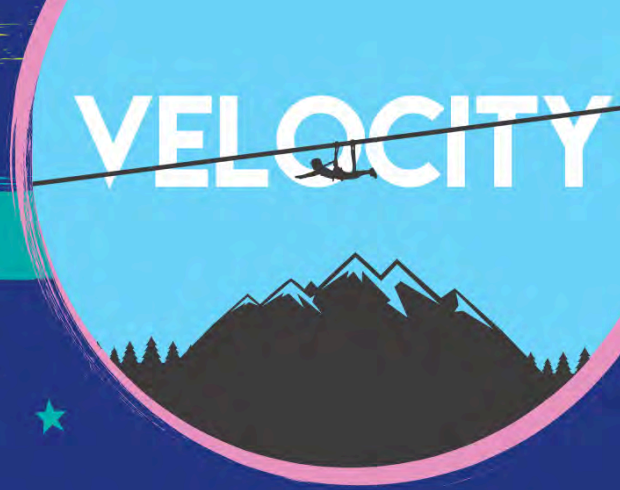
We'd love to hear about your event and offer you all the support we can. We are able to supply you with the following fundraising materials;

- Letter of Authority – if you plan to ask people or companies for donations, raffle or auction items
- Sponsorship forms
- Collection tins or buckets
- Posters, leaflets and balloons
- T-shirt or running vest
- When You Wish Upon a Star logo

Hints & Tips

Tell your friends, family and work colleagues about your event. Share it on social media platforms i.e. Facebook & Twitter, tag When You Wish Upon a Star in your posts and Tweets so we can see your fundraising efforts. Contact your local newspaper, radio or even local news stations to help promote your event and raise awareness of our charity. If the local press are unable to attend it is good idea to take photographs at your event and write your own press release to send to your local paper after the event.

Promote your event



Hints & Tips

Maximise your fundraising

★ Create your own fundraising page as an effective and simple way of promoting events and collecting sponsorship by visiting www.justgiving.com/whenyouwish and follow the step by step instructions. Email your Just Giving page to your friends, family and work colleagues to spread the word. Matched Funding – Your company may run a matched scheme whereby they will match the money you have raised up to an agreed amount. Speak to your HR department for more information.

Gift Aid it

★ Giving under Gift Aid means that more money can be raised - don't forget to ask your supporters to Gift Aid their donations.

Gift Aid allows us to claim 25% extra on top of your donation from HM Revenue & Customs. This means that for every £1 you donate When You Wish Upon a Star can claim an extra 25p direct from the government.



Sending your funds

Paying in your money couldn't be simpler. Once you have collected all the money you have raised you can simply pay this over the phone by card or send a cheque. Cheques should be made payable to When You Wish Upon a Star and sent directly at the address on the back page of this booklet.

Your donations are vital to us, it's important to send in your donations as soon as possible.



Send back any Merchandise

We would appreciate if you could return any collection tins, buckets or banners we have sent you as soon as possible after your event, we will then be able to send these onto other supporters. Due to the cost of merchandise we please request the banners, buckets etc are returned in the condition they were received by you.



Hints & Tips

After the event

We will send a thank you letter so you can let everybody who helped or donated funds and prizes know how much was raised. Remember to thank people for their support so they know what a valuable contribution they have made too.

If you would like to organize a cheque presentation we will endeavour to send a member of our fundraising team.



Thank you for your support!



HEAD OFFICE Futurist House, Valley Road, Nottingham, NG5 1JE

Phone 0115 979 1720 Fax 0115 979 1363

Email head.office@whenyouwish.org.uk Website www.whenyouwishuponastar.org.uk



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The Company is a Limited Company registered in England & Wales with Registration Number 3280440. Registered Office: Futurist House, Valley Road, Nottingham, NG5 1JE.