



The
Lily Mae
Foundation®

FUNDRAISING SUPPORT GUIDE

THANK YOU

For choosing to fundraise for The Lily Mae Foundation

Our mission at the Lily Mae Foundation is to support bereaved parents following the loss of a baby to stillbirth, neonatal death, miscarriage or medical termination. We aim to promote psychological, emotional and physical well-being of parents and their families when a baby dies in the uterus, at birth or soon after birth, by firstly supporting and promoting information to bereaved parents, their families and friends. As well as working collaboratively to improve and enhance professional practice with health and social care professionals for the benefit of bereaved parents and their families.

We have put together this pack to give you lots of ideas that will help you decide on your plans and tips to kick start your fundraising.

Thank you for your fantastic support, we couldn't do it without you.

Good Luck
X



BEST PLATFORMS TO CREATE A PAGE


ONLINE

Set up a fundraising page, JustGiving and GiveWheel are two really easy-to-use platforms for collecting sponsorship money. All you need to do is decide what activity you are going to do in order to raise money and then set up a page on one of these platforms telling people what you are doing and how much you want to raise.

Your sponsors are then able to donate money online so you can keep a track of how you are getting on. It couldn't be easier!

Just follow one of the following links to set up your page:

JustGiving™ [Click here](#)

 **givewheel** [Click here](#)

OFFLINE

If you have family and friends who are not online or you are going to be holding an event that you can ask people for sponsors in person. Download our sponsorship form that can be found on page 9 to print or download straight from Lilymaefoundation.org

If you do raise money offline, refer to page 10 on what to do with your donations once your fundraiser is complete.



SETTING UP THE PERFECT FUNDRAISING PAGE

Adding a photo to your fundraising is a great way to give potential sponsors more insight into you and your story. The photo could be something to do with the event itself, or who you are doing it in memory of or perhaps you and your family.

JustGiving Menu Start Fundraising



Jack Taylor

Jack's fundraiser for The Lily Mae Foundation

Fundraising for The Lily Mae Foundation

7 Mile Run everyday in December, 1 December 2023

Story

We first found out we were expecting in May 2016, after briefly discussing for another baby.

We already had our daughter Isabella, but having already experienced 2 miscarriages prior to having her, pregnancy was a very stressful time.

At our 12 week scan, we were informed our baby's bladder was enlarged, which was unusual at this gestation and informed us we would be referred to Birmingham Women's hospital for further tests. We were told it could be nothing, or it could be linked to a Chromosomal abnormality.

Three days later we were scanned at Birmingham. The bladder had gone back to a normal size, but he explained the kidneys looked as though they had been damaged by what could have been a blockage. They were confident no invasive testing was needed but they would continue to monitor.

After multiple scans, at 20 weeks our consultant was happy baby was growing well and that the amniotic fluid was as is should be, and referred us back to our local hospital Warwick, but would want to see us again in Birmingham at 28Weeks.

We felt everything was starting to look up although we knew our son may need some testing when he was born.

Ellen knew he wasn't as active in the womb as our daughter Isabella was, and she remembers telling her Mum that she felt something else was going on.

At the 28 Week Scan appointment in Birmingham they scanned in a lot of detail, checking everything. He was spending a lot of time, looking closer, re-checking and we started to worry something was wrong.

He later explained to us that there was a problem with our baby's heart & brain and suggested we needed an MRI scan to get a better picture. From that moment we knew our baby wouldn't be coming home...

We went back at 30 weeks and they confirmed our fears and more. Our boy had a cyst filling one of the ventricles in his brain, a discrepancy in his heart chambers, an extra digit on his hands and he would be most certainly blind. They explained these were conditions linked to Palau's syndrome. Which Ellen had been tested as having a 1:26,000 chance.

Our world fell apart. We decided to have an amniocentesis to give us a definite answer. This can back a week later confirming our son had full Trisomy 13.

We knew our options and although it was the most horrific choice for us to make, we felt that we had to protect our son from anymore pain and suffering. We decided to let him go to sleep in 'Mummy's' tummy. Where he was most comfortable.

Our son Oscar William Taylor was born sleeping at 32 weeks on 7/12/2016 @ 17:20.

With Oscar turning 7 this year, on the 7th December, I have decided to set myself a challenge of running 7 miles every day for the WHOLE of December. Including Christmas Day! Rain, wind or even snow won't be stopping me!

I will be doing this to raise money for The Lily Mae Foundation, so they can continue to support and provide care for families affected by possibly the most difficult times of their lives! Providing memory boxes, 1-2-1 support, sibling support days, Rainbow baby groups, Pregnancy after loss support groups and much more.

Any donations will be gratefully received.

Thanks for taking the time to visit my JustGiving page.

Donating through JustGiving is simple, fast and totally secure. Your details are safe with JustGiving - they'll never sell them on or send unwanted emails. Once you donate, they'll send your money directly to the charity. So it's the most efficient way to donate - saving time and cutting costs for the charity.

Write about WHY you are doing your fundraiser. Sharing your story, what you have experienced or perhaps who you are fundraising on behalf of, can help supporters understand the personal reason behind your event.

Include WHAT it is that you are doing, make sure you mention the challenge or event you are taking part in. People want to know what it is they are sponsoring you to do!

Add a target to your page! It is a brilliant way to track your progress and can also encourage people to support you if you have a specific goal they can help you reach.

229%

£1,605

raised of £700 target

by 61 supporters

Give Now

Share

The Lily Mae Foundation
Verified by JustGiving
RCN 1149341

We Support Parents and Families to break the taboo of baby loss

Supporters

61

J

Jake

2 months ago

Legendary, incredible resilience

£5.00 + £1.25 Gift Aid

R

Rae and Rich

2 months ago

Very impressive and amazing that you have achieved. Well done Jack!

£20.00 + £5.00 Gift Aid

J

James Harris

2 months ago

£10.00 + £2.50 Gift Aid

L

Lu Hughes

2 months ago

Go on Jack!!!! Amazing achievement you should be so proud

£20.00 + £5.00 Gift Aid

S

Sue

2 months ago

Wonderful achievement

£50.00 + £12.50 Gift Aid

Show more

Give Now

If you are fundraising for The Lily Mae Foundation make sure you select us when setting your page up!! This means we will be notified of your page and we can then get in touch and support you through your fundraising journey!

Finally, it is great to mention WHERE the money you are raising will go and what it will be used for. Potential supporters are more likely to donate if they understand the impact their donation will make.

PROMOTE YOUR FUNDRAISER

Setting up is one thing, but spreading the word is the crucial part! Sharing your fundraiser as far and wide as you can will help you raise funds and hit your target whilst also building awareness of baby loss and the work we do for bereaved families.

SOCIAL MEDIA

Facebook, Instagram and Twitter are great platforms to share updates of your fundraising antics. Posting progress updates on the build up to your event is a great way to build donations and to let people know how you got on after your event. With online sponsorships, it can be a great place to share your link around.

We have a collection of social media templates ready to download from our website for you to post on your profiles and add your fundraising details such as name of, date taking place and the link to your sponsorship page.

MAKE SURE TO TAG US!

If you tag us in your posts we will make sure to share, repost or retweet.

Twitter - @LilyMae_UK

Instagram - @lilymae070210

Facebook - The Lily Mae Foundation

LinkedIn - The Lily Mae Foundation



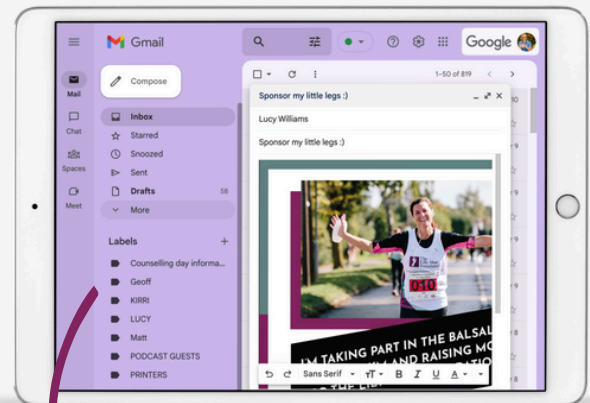
Story template ready for you to add your event information and sponsorship link.



PROMOTE YOUR FUNDRAISER

WORD OF MOUTH

Tell everyone! Share with your friends and family, send a group WhatsApp message. Share at work, email around your colleagues, or see if you can get something in your monthly news email. If you wanted to go offline you could stick your sponsorship form up by the office cafe. Same idea for students, share among your class mates and teachers. Word of mouth can be very powerful and a great way to get your fundraiser going!

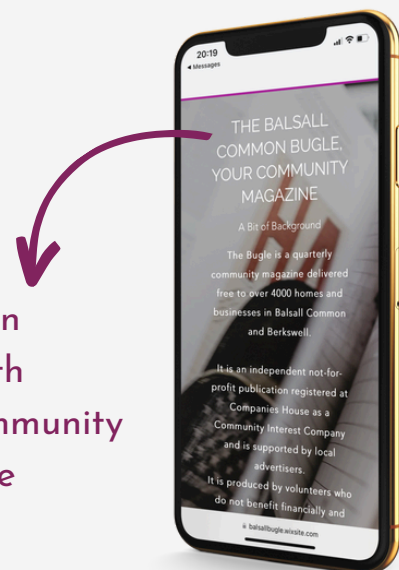


Start emailing friends and family members about your fundraising event

LOCAL PRESS

Why not take it a step further, reach out to your local papers or magazines and see if they will share your fundraiser in an article.

If you wanted to do it digitally reach out to local businesses, newspapers, and community pages online and see if they will repost your fundraising posts and links.



Getting in touch with local community magazine





YOUR DETAILS

Title	
First Name	
Surname	
Address	
Postcode	
Telephone	
Event	

Boost your donation by 25p for every £1 you donate

Please make sure the Gift Aid box is ticked and all other details are complete for The Lily Mae Foundation to receive the Gift Aid amount.

- Please ensure you fill out each section
- Please ensure each sponsor ticks the Gift Aid box next to their address below if eligible
- Please note we cannot claim Gift Aid on business addresses or on multiple sponsors e.g. Mr & Mrs Jones

Please fill the form in BLOCK CAPITALS and all fields are mandatory

Title	First Name	Surname	Postcode	Home Address	Amount	Gift Aid	Date Collected
MISS	FRAN	EXAMPLE	CV67 APJ	12 EXAMPLE ADDRESS, WARWICK	£20	✓	01/01/2019
					£		
					£		
					£		
					£		
					£		
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					£		
					£		
				I've raised a total of	£		

Once you have collected all of your donations you can either drop your sponsorship money and completed form into our office or send us a cheque made payable to 'The Lily Mae Foundation' through the post (please do not send cash in the post). Please send cheques to: The Lily Mae Foundation, The Annex, Fernhill Court, Balsall Street East, Balsall Common, CV7 7FR. Thank you for choosing to raise money for The Lily Mae Foundation.

E. info@lilymaefoundation.org | T. 01676 535716 | The Annex, Fernhill Court, Balsall Street East, Balsall Common, CV7 7FR

WHAT TO DO WITH THE MONEY

The final steps... You have completed your fundraiser and now need to pay your incredible, well earned donations to us.

SEND A CHEQUE TO OUR OFFICE:

The Lily Mae Foundation
The Lodge, Fernhill Court,
Balsall Street East, Balsall
Common, CV7 7FR

PAY DIRECTLY INTO OUR BANK ACCOUNT:

Account Name: The Lily Mae Foundation
Sort Code: 400934
Account Number: 71288040

Put your name as the reference and email
ryan.jackson@lilymaefoundation.org

On the next few pages, you will find a variety downloadable posters that you may want to print and put up and share at your event or in work places and local shops in the build up!

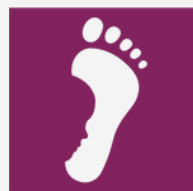




**The
Lily Mae
Foundation®**

Supporting Parents & Families after a Stillbirth,
Neonatal Death, Miscarriage or Medical Termination

I'm fundraising for The Lily Mae Foundation



The Lily Mae Foundation®

Supporting Parents & Families after a Stillbirth,
Neonatal Death, Miscarriage or Medical Termination

MEMORY BOX

£90



This enables us to provide a Memory Box to bereaved parents to help them capture treasured memories of their baby.

COUNSELLING SUPPORT DAYS

£50



This will enable us to provide a place for bereaved parents on our Counselling Support Days.

ONE TO ONE SUPPORT

£60



Will enable us to provide a one to one meeting for a bereaved parent with a Babyloss Support Worker.

SIBLING PACK

£25



This enables us to provide Sibling Packs to bereaved Siblings.

RAINBOW BABY GROUP

£5



Will enable us to provide a place for a Mother and Baby at one of our groups.

Scan here to
make a donation



5 TIPS FOR PROMOTING YOUR FUNDRAISING EVENT

Here are 5 tips and tricks for promoting your fundraising event with family, friends and your wider circle to encourage sponsorships and to hit your target!

1 Create a fundraising page

Everything is now digital. We always recommend an online page over physical sponsorship forms, it is all in one place and easy to share. JustGiving and GiveWheel are great platforms to go with for this!

2 Attach your link everywhere

Now you have your fundraising page. Add the link to your social media accounts, Instagram bio, Facebook posts and especially stories as people can click directly through to your page from this.

3 Use our social media templates

To showcase your event to family and friends and highlight how their donations can help we have a collection of social media templates for you to download and use across your accounts.

4 Make sure you tag us!

Tag the Lily Mae Foundation across all social media channels and if your account is not private we will make sure to share across our stories and profiles. IG: @Lilymae070210 FB: Lily Mae Foundation

5 Take advantage of outer circles

Sharing your fundraising page doesn't have to stop on your personal pages, share across workspaces, email, sports teams everywhere and anywhere you can think of!

