



FUNDRAISING PACK



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



HOW YOUR DONATION WILL HELP US

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.

The Lily Mae Foundation

ONE TO ONE SUPPORT

£40



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.



NEED SOME INSPIRATION...?

Raise £5 or £5,000 every penny counts towards supporting bereaved parents. Whether you want to do a small solo fundraiser, hold an event at your workplace or school or challenge yourself to something outdoors and sporty. We have plenty of ideas to get you started and inspire you!

We have categorised ideas that may suit the type of fundraising you have in mind but by no means does that mean you can't use the idea elsewhere.

IN THE OFFICE OR SCHOOL

- Bake off
- Cake sale
- Dress down day
- Odd sock day
- Sponsored silence
- Raffle a day off of work
- Office pub quiz
- Baby Photo challenge
- A school tuck shop

GET FRIENDS TOGETHER

- Coffee Morning
- Host a dinner party
- Games night
- Come dine with me
- Afternoon tea
- Darts contest
- 5 a side
- Golf Day

GET OUTDOORS, GET SPORTY

- Skydive
- 3 Peaks Challenge
- Marathon
- 5K 10K Fun Run
- Bike Ride
- Sponsored Walk
- Wolf Run
- Snowdon Sunrise

DO IT SOLO

- Car boot sale
- Sell unwanted clothes on Ebay, Depop or Vinted
- Birthday Giving
- Wedding Gift donation



SETTING UP YOUR SPONSORSHIP

ONLINE

Set up a fundraising page, JustGiving and GoFundMe 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](#)

gofundme™ [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 8 on what to do with your donations once your fundraiser is complete.



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



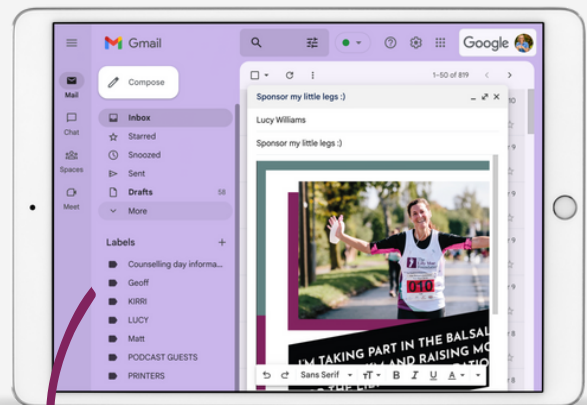
Story template ready for you to add your event information and sponsorship link.



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



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





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

SPONSORSHIP FORM

YOUR DETAILS

Title	
First Name	
Surname	
Address	
Postcode	
Telephone	
Event	

GIFT AID

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	<input checked="checked" type="checkbox"/>	01/01/2019
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I've raised a total of							

HOW TO DONATE YOUR FUNDRAISING MONEY

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