

Your Fundraising Guide

the
lullaby
trust



All the tips and advice you
need to make a difference

Thank you for choosing to help save more lives and support more families. We are entirely reliant on donations, so our work can only continue with you by our side.

Your vital support will help, whether that's empowering families with our baby safety advice, or supporting grieving families through their darkest days.

Since we formed, our work has been pivotal in reducing the rate of sudden infant death by over 80%. We've saved over 30,000 babies' lives thanks to support from people like you. But nine babies still die suddenly and unexpectedly every week, and we won't stop until that number is zero.

In this pack you will find tips and advice to hold a fantastic fundraising event plus information about the difference your support will make. If you have any questions or want to chat about your ideas, do get in touch – we'd love to hear your plans!

Thank you for being part of Team Lullaby.

Best of luck,

The Lullaby Trust fundraising team
fundraising@lullabytrust.org.uk
020 7802 3200





Why we exist

The Lullaby Trust is a charity that exists to keep babies safe and keep grieving families supported. We give families a safer start to life, and create a supportive space for anyone whose baby or infant has died suddenly or unexpectedly.

We do this by:

Empowering parents, carers and professionals with trusted advice on baby safety, including safer sleep and infection prevention.

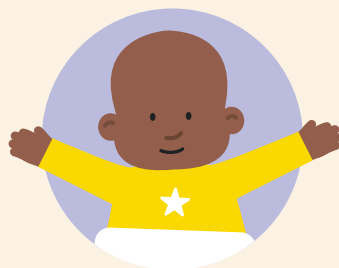
Funding research into sudden and unexpected deaths of babies and young children, to save lives.

Offering anyone affected by the sudden and unexpected death of a baby or young child a supportive space to grieve, with our bereavement support.

Every year, we train thousands of health professionals to support parents in safer sleep.

We campaign tirelessly to raise awareness of baby safety.

Our Care of Next Infant (CONI) programme offers a lifeline to bereaved families expecting a new baby, giving them peace of mind at an anxious time.



30,000
babies' lives saved

80%
The rate of
sudden infant death
syndrome (SIDS)
has reduced by 80%

How your kindness will make a difference



£58

could pay for a support package to be sent to ten bereaved families.

£225

could pay for 50 families to receive a copy of our 'Safer Sleep for Babies Guide for Parents', offering empowering advice on how to sleep their baby more safely to reduce the risk of SIDS.

£420

could pay to train 10 health professionals in life-saving safer sleep advice, which they pass onto the thousands of parents they work with.

£705

could pay for our bereavement helpline to provide advice and support to 25 first-time callers. Our support service is available whether people are newly bereaved or the bereavement was many years ago.

Top 10 tips for fundraising success

1. Set a target

Set yourself an ambitious but achievable target to motivate you and encourage others to support you.

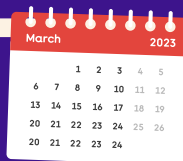
2. Fundraise online

Online giving pages, such as [justgiving.com](https://www.justgiving.com), are a really easy way to collect sponsorship as you don't have to handle any cash. The most successful pages are personalised with photos and stories.



3. Get organised

Start early. Break down your fundraising target into manageable chunks and think of fun ways to raise each mini target. This will make your target seem less daunting and more enjoyable!



4. Shout about it

Talk about your fundraising at every opportunity. Post on social media, add it to your email signature and even approach the local paper.

5. Tell your story

Let people know why you're supporting The Lullaby Trust and how their donations will help. Show them page four, and explain how their support will make a difference.



6. Gift Aid it

Make sure your UK tax paying donors tick the Gift Aid box. This turns every £10 into £12.50!

7. Double your money

Many workplaces offer matched giving to double employee fundraising. Check with your HR department. If not, they may contribute, donate a prize, or support a raffle or auction.



8. Teamwork makes the dream work

Consider ways people can help beyond donating. Does a talented baker colleague want to contribute to a cake sale? Or a neighbour with a shop may host a collection box? You'll be surprised at how eager people are to help!

9. Be persistent

You may have to regularly share your online page or send multiple emails to encourage donations. Often people just forget. Don't be shy to send updates and reminders—payday is a great time to ask!

10. Say thank you

Thanking your donors is so important. Update them on how things went and the amount raised. Most of all, express how grateful you are.

Meet our Lullaby Heroes!



St Mary's Catholic
Primary School
held a Pyjama
Day in memory of
Alfie and raised
over **£90**





Declan raised **£1,000** in memory of Imogen by running the Mini Great North Run

East London Mother and Baby Unit raised nearly **£400** from their cake sale!



Sinead and the Health Visitor Harriers raised over **£1,000** by running the Belfast Marathon Relay



Angie and Michael raised over **£1,100** in memory of Lily Iris by completing the London to Brighton Challenge



Big ideas



Looking for inspiration?

The next few pages are bursting at the seams with fantastic fundraising ideas, but you can find even more on the 'support us' section of our website.

Get active

Sponsored-athon

From swimathons to zumbathons, get sponsored for going extreme.

Sports day

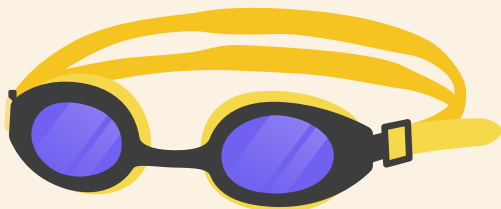
Recreate the memories with egg and spoon and three-legged races.

Virtual marathon

Hop on the treadmill or static bike to rack up those miles.

Visit in a day

Walk between tube stations, football stadiums or well-known attractions in 24 hours.



Fun with friends

Come dine with me

Prepare a slap-up meal for friends in return for donations for what they would be willing to pay in a restaurant.

Quiz night

Get those competitive juices flowing and put your general knowledge to the test.

Pamper evening

Fundraising using face packs, what better excuse to treat yourself?

Black tie ball

Get your glad rags on and dance the night away!

Lullaby Hero



Zack took on his very own 40 for 40 challenge, by completing 40-star jumps, press ups and sit ups each, followed by a 40-minute run. He also helped organise the Ashford Spartans charity football matches in memory of Archie. They raised over **£1,900!**

“ It was a great occasion again and we felt more connected this year as Archie’s mother presented the trophy. Involving their family brought everyone closer together and it was joyful. We were very proud to do so. ”

The classics

Raffle or auction

Approach local businesses to contribute prizes.

Bake sale

No one can resist a slice of cake. Or how about some savoury options for lunch?

Sweepstakes

Perfect during big events like sports tournaments, awards season or even the Great British Bake Off!

Tombola

Collect bottle donations from friends and family then set up at a local fair or boot sale.

Use your talents

Get crafty

Cracking at crochet? Picasso with a paintbrush? Sell your masterpieces at fairs and boot sales.

New skills

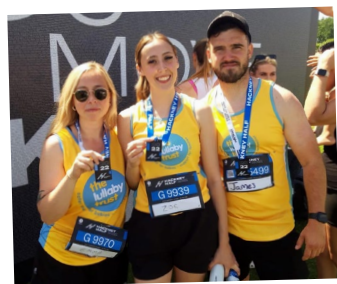
Do you or a friend have a skill to share? Teach others for a donation!

Hire me

Offer to do odd jobs such as dog walking, lawn mowing, grocery shopping.

Break a world record

The most, the biggest, the longest...what will you achieve?



Emma, Zoe and James ran the Hackney Half Marathon in memory of Thea and raised over **£10,000**

At the office

Dress down day

Keep it casual or set a theme such as wacky hair/tie/socks day!

Dare the boss

Set a target for donations to see your boss do something daring.

Shared lunch

Everyone brings a dish and donates to dig in.

Office to office

Get a team to walk or cycle between your office or factory locations.

Seasonal

celebrations

Easter egg hunt

Hide the treats in your garden or local park.

Bonfire night

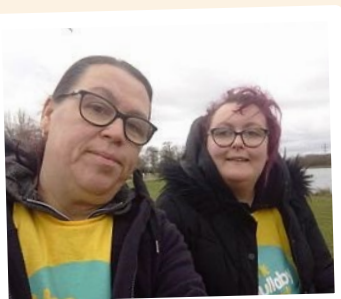
Roast marshmallows, serve hot chocolate and put on a fantastic firework display.

Secret santa

Lower the spending budget and donate the difference.

Donate your birthday

Ask for donations in lieu of gifts or set up a birthday fundraising page on Facebook.



The Parr family took on the February Fifty challenge and walked 50 miles in memory of Cameron



Lullaby Hero

Grace raised **£745** in memory of her brother Craig.

“ Craig sadly passed away aged just 6 months old from SIDS. My lovely Mum and Dad had four other children all under the age of 8 and their world had just fallen apart. This is where the support from The Lullaby Trust was a saviour. Their support helped my parents carry on living and being the most amazing parents to me and my siblings.

In the year that would have been Craig's 30th and Mum's 60th I chose to challenge myself to go back to where these memories came from, my hometown of Hull, and run the Hull Half Marathon in their memory whilst also supporting The Lullaby Trust. ”

Keep it safe and legal

Have fun and enjoy your event, but stay safe and within the law. If you're not sure about something, just get in touch with us.



Your responsibility

The charity cannot accept any responsibility for your event or its participants. If your event involves the public, look into acquiring public liability insurance. Ensure all donations are paid to The Lullaby Trust promptly. Make it clear in your fundraising promotions whether money will be used to pay for costs.

Charity numbers and branding

Our registered charity number is 262191 and must be shown on all printed materials that you use. Contact us for guidelines and permission to use our logo.

Raffles and lotteries

If you intend to hold a raffle or prize draw at your event please get in touch with us first. These are regulated by law and certain rules may apply.

Food hygiene

If providing food at your event, make sure it is stored, prepared and cooked correctly. Label all food that contains allergens. Visit food.gov.uk for more.

Collection tins and buckets

Street collections or collections on public property must be registered with the local authority (a collection licence). If on private property, seek permission of the property owner/manager.

A woman with glasses and curly hair, wearing a yellow t-shirt, is smiling and cheering at a marathon. She is holding a yellow banner that says "Lullaby Hero". In the background, there are other runners and a large yellow banner with the "erit ydallul taunt" logo. The scene is outdoors on a city street with trees and buildings.

Lullaby Hero

Judy and Anna completed a Miles in Memory walk, walking 31 miles over 2 days and raising more than **£800**. Judy also came to support at our London Marathon cheer point too.

“ Anna was nearly 3 years old when Jessica died suddenly and unexpectedly at just 7 weeks. After Jessica died we would visit her grave together and she would take little pictures she had drawn. Now, 31 years on, Anna has her own young family and leads a busy life and I am retired I now have more time to try new things and reflect and act on what is important in life. As a volunteer befriender and a bereaved mum, I know this is such a valuable and important charity to support. ”

Spread the word



Make sure you let as many people as possible know about the amazing things you're doing to support us, so that they can help you out!

Social media

Post regularly about your event on Facebook, Instagram, LinkedIn, TikTok or whatever other social media site you use! Share photos and videos of your progress, links to your online giving page and information about The Lullaby Trust and why you're supporting our work.

Be sure to thank people. A personalised social media post for each donor is a lovely touch.

Ask your friends to share your posts so that they reach a wider audience.

If appropriate, Facebook or Instagram Live is a great way to share your event and progress in real time. Alternatively, live tweeting can work too!

Don't forget LinkedIn. Sharing your fundraising with corporate contacts can lead to donations from companies or possibly matched funding.

Tag @lullabytrust in your posts and use #TeamLullaby so we can see what you're up to and support you.

Local newspaper and radio

Local press coverage can be a great way to promote your event or even encourage donations from people you might not otherwise reach. We can give you guidance on talking to the press.

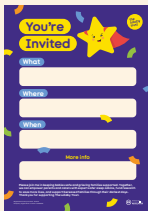
Email signature

If you have an online giving page, pop a link to it in your work email signature – simple but effective!

Dress it up

To help make your event look the part, we have various fundraising materials that you can request. Just choose what you'd like from the list below and email your request to fundraising@lullabytrust.org.uk.

Please remember to include your name, address and event details and give us as much notice as you can (at minimum, five working days).



Posters to advertise your event



Sponsorship forms



Collection boxes



Stickers



Leaflets about The Lullaby Trust



Banners (max 5)



Badges (available on a sale and return basis)



T-shirts

Fundraising online



Setting up an online giving page is a great way to collect donations, as all funds go directly to The Lullaby Trust. Plus, it's easy to share your page with others.

- 1 Go to justgiving.com/lullabytrust and select 'fundraise for us'. Follow the steps for setting up your page.
- 2 Add a photo – Fundraisers who add a profile picture tend to raise 15% more.
- 3 Tell your story: Write about why you've chosen to support The Lullaby Trust and what you're doing.
- 4 Set a target – Target setters raise up to 46% more!
- 5 Be the first to donate: people are more likely to give to a page that has already been donated to. By being the first you're showing commitment to your target. Plus, the amount you donate sets a precedent and others are likely to follow your suggestion.
- 6 Share the link: send the link to your page via email and WhatsApp your contacts and share widely on social media. Post regularly along with updates about how your challenge/activity is going.
- 7 Add offline donations: update your total with any money that you received via cheque or cash so people can see your target progress.
- 8 Thank your donors: edit the automated message that is sent to your donors, but a personal thank you is even better.

Send in your money



There are a number of ways that you can get the money that you raise to us. If you received sponsorship or donations in cash you should deposit it in your bank account and then choose one of the following methods to pay it in to us – please don't ever send us cash in the post.

Via our website

Visit lullabytrust.org.uk/donate and make a single donation. Don't forget to include details about how you raised the money.

By phone

Call 020 7802 3200. You will need your card details handy to give to our friendly fundraising team.

By post

Cheques or Charities Aid Foundation (CAF) vouchers should be made out to 'The Lullaby Trust' and sent to The Lullaby Trust, 10 – 18 Union Street, London, SE1 1SZ. Please include a note with your details and information about what you did to raise them money.

By bank transfer

Get in touch with us for our bank details if you would like to make a direct transfer.

Online giving pages

If you selected The Lullaby Trust when you set up your online giving page, the money will come directly to us, so you can sit back and relax! Please note that this is not the case with crowdfunding pages so you will need to transfer the money from your bank account.

Lullaby Hero



Leanne took on the Yorkshire Three Peaks in memory of her son Thomas and raised more than **£1,100.**

“ Our son, Thomas was taken from us in 2021 at 8 weeks old and left behind his twin sister Evie. As a mark of the anniversary of Thomas’ death, we wanted to do something in his memory and also to raise money to support the fantastic work of The Lullaby Trust in the hope that we could help to spare other families such a devastating loss. The challenge was one of the hardest things we have ever done. towards the end of the walk the sun shone down on us, almost as if Thomas was cheering us on. A great day and such a feeling of achievement. ”



Jessica,
bereaved mum

“ Over the last few years we have raised over £8,500 for The Lullaby Trust. I will continue to support The Lullaby Trust for awareness, but also so no other parent has to feel alone. Millie Grace where I go you go. ”

Share your story

You can encourage others to support our work by sharing your fundraising story. We share supporter stories on our social media, our website and in some of our publications - we like to show off about how fantastic our supporters are!

After your event, we'd be hugely grateful if you could take some time to tell us why you decided to support The Lullaby Trust, what you did and how much you raised. You could even include some fundraising tips for future supporters.

Visit lullabytrust.org.uk/im-interested-in-sharing-my-story/ to express your interest.

**Thank you for
keeping babies
safe, and grieving
families supported.**

*You're a
Lullaby Hero!*



**For every baby.
For every family.
Forever.**

Contact us

W: lullabytrust.org.uk

T: 020 7802 3200

E: fundraising@lullabytrust.org.uk

The Lullaby Trust, 10-18 Union Street, London SE1 1SZ