



Fundraising Pack

Your essential guide
to fundraising and more



Welcome to #TeamLullaby!

Thank you so much for deciding to raise money to support our work preventing sudden unexpected deaths in infancy. We're so pleased that you've decided to raise funds for us!

By joining #TeamLullaby, you will help support bereaved families, provide expert safer sleep advice, fund life-saving research and promote awareness of the risk factors associated with sudden infant death.

In this pack you will find inspiring tips, hints and advice to get your fundraising off to a brilliant start and we've also included some information about how the funds you raise will help to make a real difference to our work. So what are you waiting for? Read through the pack and get planning today! Please remember that we're here to help so if you need anything at all, or want to have a chat about your ideas, do get in touch – we'd love to hear from you.

Thank you so much for your support. None of the work we do would be possible without the fantastic fundraising efforts of people like you.

**Best of luck,
The Lullaby Trust Fundraising Team**



Top 10 tips for fundraising success

1. Reach for the stars

Set yourself an ambitious but achievable target. It really helps you to plan your fundraising and motivates people to donate.

2. Online Giving

Any money raised online through Virgin Money Giving or Just Giving using debit or credit cards comes directly to The Lullaby Trust. This allows you to reach friends and family wherever they are in the world. Make sure you personalise your page with photos and stories as research shows doing this helps raise an average of 30% more! Set up your page now: www.justgiving.com/lullabytrust or uk.virginmoneygiving.com/charities/lullabytrust

3. Get organised

Start early. Break down your fundraising target into manageable chunks and think of ways in which you can raise each one. This will make your target seem a lot less daunting and a lot more achievable.

4. Shout it from the rooftops

Whatever you're doing, make sure you talk about your event at every opportunity! Post it on social media, in your email signature and even in the local paper – we're on hand to help you with a press release.

5. Sing our praises

Make sure you tell people about The Lullaby Trust and let them know just how far their donation will go – see *How your Support will make a difference* on page 25.

6. Show me the money

Collect money as you go along – it's much easier than having to chase people up after an event. Make sure your UK tax paying donors click or tick the gift aid box on your sponsor form as this will allow us to claim an extra 25p per £1 of every donation (where applicable).

7. Double your money

Ask at work if they have a matched giving scheme as many companies will match what you raise pound for pound. Investigate by contacting the HR department. Even if they don't have a scheme in place they may still be willing to offer a donation.

8. Call in a favour

Don't just rely on friends and family to make donations; why not ask them to do some fundraising on your behalf? It doesn't have to be huge, just a simple cake sale at work could raise an extra £100!

9. Persistence beats resistance

If someone doesn't donate the first time you ask, try again. Often people have just forgotten and need a prompt so don't be shy about sending regular reminders. Pay day is always a good time to ask!

10. Mind your Ps and Qs

Always say thank you for your donations and let your supporters know how the challenge or event went and how much you raised for The Lullaby Trust.



Nicola's story

My name is Nicola Richardson. I'm married to Ian and I'm a very proud and busy mum to five boys; Thomas, Jack, Harrison, Alexander and Joseph. We live in South Yorkshire and in February 2007 our hearts were broken when our fourth born son, Alexander was the victim of sudden infant death.

RAISING MONEY FOR THE LULLABY TRUST IS THE ONLY THING I CAN NOW DO FOR ALEXANDER AND IF THE MONEY RAISED IN HIS MEMORY GOES A LITTLE WAY TO HELPING STOP SUDDEN INFANT DEATH, FINDING A CAUSE OR GIVING ANOTHER FAMILY LIKE US THE SUPPORT THEY NEED TO COPE, THEN IT IS MORE THAN WORTH ALL THE TIME AND ENERGY.

Alexander was born as part of a pair with Harrison on 24 September 2005 and although hard work, twins are pretty amazing! As a twin his death is very poignant for us, at each and every milestone we have a constant reminder of the achievements he would have made had he still been with us. Since Alexander's death, we have had a new addition - Joseph, who is an absolute live wire and has a lot of the cheeky traits from the brother he will never meet.

In the hospital following the death of Alexander we were handed The Lullaby Trust's information leaflets. These and the website proved to be a valuable source of information for us, both in terms of support if we needed it and also the knowledge that there was a charity out there working tirelessly to find an answer for families that were suffering as we were. I wanted us to be a part of that answer and so fundraising in Alexander's memory became a big part of our lives. I hope that one day no more families have to suffer the loss of a precious child as we have.

As a family we are no strangers to fundraising for The Lullaby Trust. We

have organised a Mile in Memory every year since Alexander's death and it's such a great way to get together and remember not only your own child, but all those that have been affected by sudden infant death. In 2011 I came up with the idea of holding a ball when talking to a friend who had done a similar thing a few years ago, I had no idea where to start other than trying to find a venue ...and so the letter writing and emails began.

I sent hundreds of emails and letters to local and national companies, I posted on Twitter and Facebook requesting raffle prizes and advertising the event, and the response from everyone was so heart-warming – we got over 90 raffle prizes! The ball was held on the 11th February 2011, 2 days after Alexander's 4th anniversary and I couldn't think of a more fitting tribute to see 200 guests dressed up in their finery celebrating the life of my little boy. Everything came together fantastically and I never dreamed it would be as big a success as it was, raising over £10,000 for The Lullaby Trust through ticket sales, a raffle and auction plus various other small fundraisers as well!



Fool proof favourites

Looking for inspiration?
The next few pages are bursting at the seams with fantastic fundraising ideas to make your event a roaring success!

Sporting efforts

Sports nights in

Choose from the many televised sporting fixtures and invite your friends over, sell some stadium style snacks and ask for a donation as you enjoy the match.

Sponsored-athons

From swimathons to zumbathons and every other 'athon' in between, get sponsored for going extreme.

Sports day

Recreate the memories of school sports days complete with egg and spoon and three legged races!

Five-a-side

Channel your inner David Beckham and plan and sell tickets for a five aside football tournament.

Close to home

Dinner party

Dust off your apron and prepare a slap-up meal for your friends! Get them to score you out of ten and donate what they think the meal is worth!

Get crafty

Whether it's crochet or cross stitch, get creative and raise money with family and friends from the comfort of your own front room.

Quiz night

Put your general knowledge to the test with a competitive quiz night! Charge a fee per team, sell some snacks and have a collection box on hand for any loose change.

Pamper night

Pluck, preen and polish your way to perfection with a fundraising pamper night. Invite the girls (and guys!) over and let the treatments commence!



#TeamLullaby



Glitz and Glamour

Black tie ball

Put on your glad rags and go all out with a fancy ball! Pick a theme, create a Ferrero Rocher pyramid and watch the money roll in!

Cheese and wine tasting

Feeling refined? Why not host a cheese and wine tasting soiree? Ask an expert or appoint yourself Maître d' and invite everyone to make a donation.

Garden party

Rinse the strawberries, pop open the bubbly and invite your friends over to admire the roses in return for a donation.

Going, going, gone!

Approach local businesses for prizes and auction them off to the highest bidder. Email fundraising@lullabytrust.org.uk for a template prize request letter.

Work it!

Bad tie day

Ask for donations of £1-£3 to come in wearing their loudest tie and reward the winner.

Raffle it

Source prizes or raffle something money can't buy like a day off work (speak to the boss first!)

Have a cake off

Charge for entry and sell the participating cakes to your colleagues.

Do your colleagues have hidden talents?

Hold a talent contest to find out and donate the ticket sales to The Lullaby Trust.

Back to school

Film club

Commandeer the school hall and create a lunchtime cinema! Students vote for the film and are charged a fee to enter. Don't forget the popcorn!



Bring and buy sale

An oldie but a goodie! Sell your unwanted toys, clothes etc. with proceeds going to The Lullaby Trust,



Dress down day

Ask everyone to wear their own clothes/fancy dress/pyjamas to school for a suggested donation of £1-£2.



Games console tournament

Whether it's Fifa football or Just Dance, there's nothing like a games console tournament to get those competitive juices flowing. Charge an entry fee and the winner gets a prize!



Lullaby Trust Events

Running and challenge events

We have lots of running and challenge events, including the London Marathon, Great North Run, overseas treks, cycle rides and skydives. Contact us for more information about any of these or check out our website www.lullabytrust.org.uk/support-us

Miles in Memory walks

Miles in Memory events will be taking place across the country this May and throughout the year. Organising your own sponsored walk is a wonderful way to get active and raise awareness and donations for The Lullaby Trust. You can walk in memory of loved ones or to support our vital work.

Yellow Yourself

In May choose your brightest yellow clothes and accessories to wear for the day. They can be as wacky as you like; don a wig, sport some shades or pull up your socks – whatever you wear, it has to be yellow!

Bake it for Babies

A great way to raise some dough this Autumn in support of our life-saving work. You can hold your bake sale in school, work place or in the local community. One thing is for sure though, you will have a great time enjoying delicious cakes whilst raising vital funds.





Hazel took part in Bake it for Babies and raised £490



What's the plan?

A sure-fire way to meet your fundraising target is to make a plan; simply come up with a list of all of the fundraising activities you have up your sleeve and how much you think they will raise. We've asked three of our supporters to share their plans with us below.

Hazel's plan

One month to go

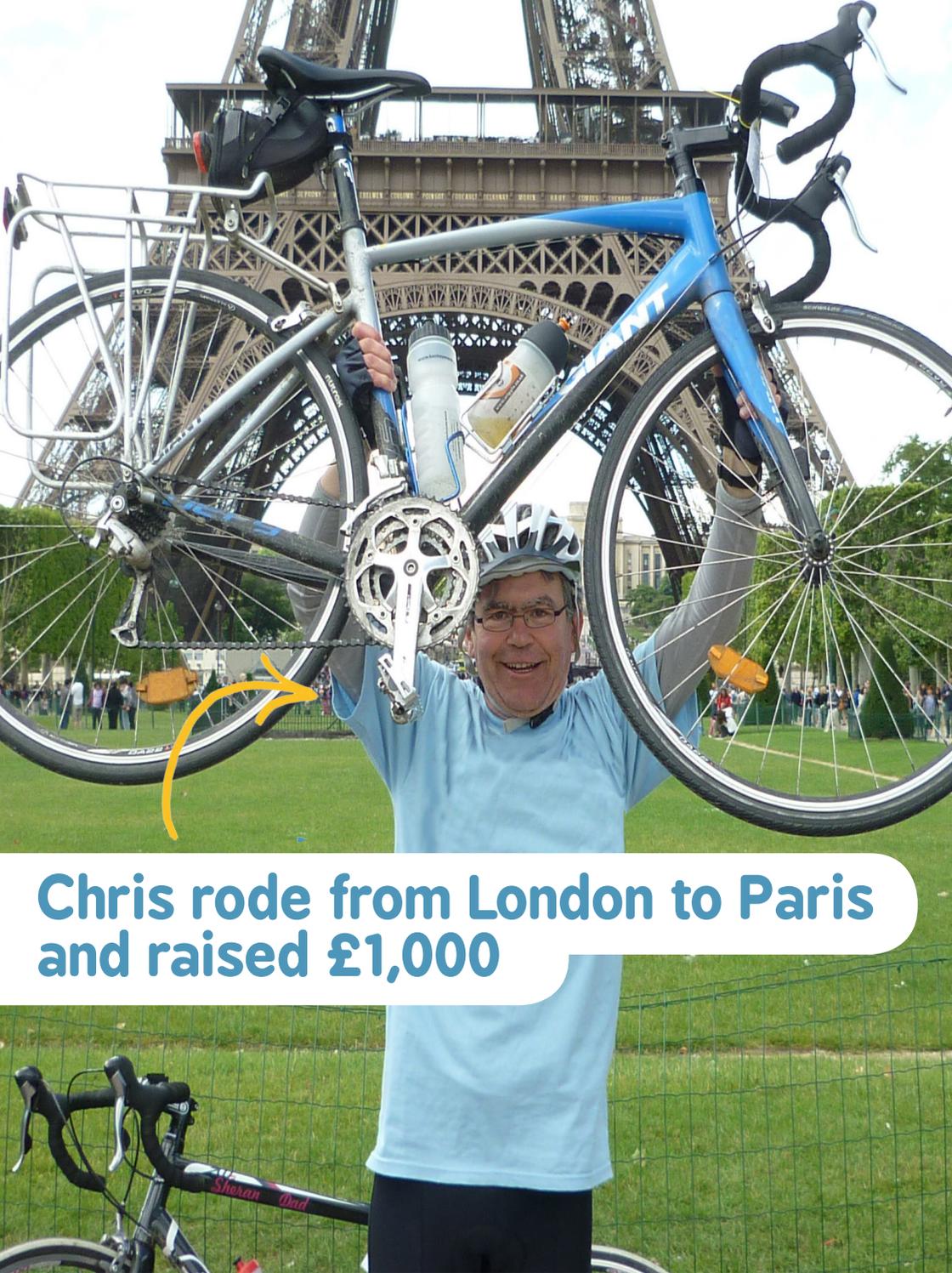
- Ask your line manager for permission to hold a bake sale
- Contact family and friends to ask if they can donate a cake
- Research what would be the best bakes to sell
- Create an event on social media

One week to go

- Start advertising your bake sale on social media and put the posters up that The Lullaby Trust will provide you with.
- It's a nice idea to have bags to pop your cakes in and also some cupcake holders

On the day

- Set up your stall and use a nice tablecloth
- Have a float with plenty of change
- Display your prices so everyone can see
- Most of all, smile, have fun and raise lots of money!



Chris rode from London to Paris and raised £1,000

Chris' plan

Six months to go

- Set up your JustGiving page and promote on Facebook. **£400**
- Ask your work place if they have a matched giving policy in place or if they'll make a donation. **£200**

Five months to go

- Hold a quiz night, charge £5 to enter and a further £5 for a drink and a burger. **£200**

Two months to go

- Resend out your JustGiving page link on payday so people have no excuse not to donate. **£100**
- Put your sponsor form up at the gym and encourage people from your classes to donate. **£75**

One month to go

- Run a sweepstake at work asking people to guess your finish time. **£25**



Our CEO Francine ran the Bath Half Marathon and raised £5,000

Francine's plan

Eight months to go

- Set yourself an ambitious target.
- Make your JustGiving page stand out using photos, personal messages, examples of what donations will fund, and post monthly training updates.

£1,000

Six months to go

- Hold a fundraising auction. Enlist help from friends, write to local companies asking for prizes, approach local supermarkets for donations of food and drink and local entertainment groups to perform free of charge.
- Clear out your old DVDs and set up a DVD rental library at work.

£2,500

£30

Five months to go

- Get in touch with the media to get the word out
- Hold a zumbathon and raffle off a term's worth of free classes.

£200

£500

Two months to go

- Bring in lunch for your office in return for a donation.
- Ask your local school to hold a dress down day.

£70

£600

One month to go

- Remind everyone you know of what you're doing and ask for a donation.

£100

Keeping it legal and safe

To help your event go as smoothly as possible it's important that you consider any health and safety and legal issues. If you are not sure about something, just ask!

Charity numbers and branding

Registered charity numbers must be shown on all printed material that you use, including letters and posters. The Lullaby Trust's registered charity number is 262191. Please 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 as these are regulated by the law and certain rules may apply.

Food hygiene

If you are providing food at your event, make sure it is stored, prepared and cooked correctly and remember to label all food that contains nuts or other allergens.

Email: fundraising@lullabytrust.org.uk

Call: 020 7802 3201

Sending in your money

After all your hard work, there are a number of ways that you can get your well earned money to us. If you received sponsorship or donations in cash you should deposit it in your bank account and then choose one of the methods below to pay it in to us.

Via our website

Visit lullabytrust.org.uk/donate to pay in your money on our website. Don't forget to include details about how you raised the money in the comment box.

By phone

Call 020 7802 3201 to donate over the phone. You will need your card details handy to give to our friendly fundraising team.

By post

Fill in and send us the 'Posting in your Pennies' form in your pack or request one from the fundraising team. Cheques or Charity Aid Foundation (CAF) vouchers should be made payable to 'The Lullaby Trust' and posted with the form to The Lullaby Trust, 11 Belgrave Road, London, SW1V 1RB.

By bank transfer

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

Online Giving Pages

Any money raised online via Just Giving or Virgin Money Giving comes directly to The Lullaby Trust so you can just sit back and relax!

About us

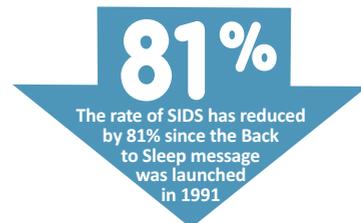
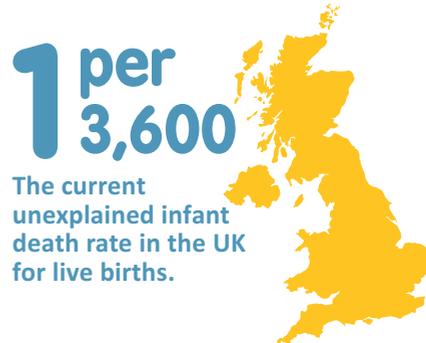
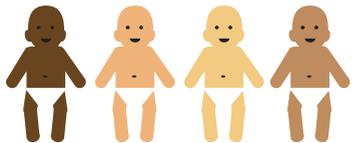
We provide specialist support to bereaved families, promote expert advice on safer baby sleep and raise awareness of sudden infant death syndrome (SIDS). We work to understand why a baby dies suddenly and unexpectedly, the majority of whom appear to be healthy.

Sadly, SIDS still claims the lives of 214 babies every year in the UK. Since parents and carers have been following the risk reduction advice first promoted in the early 1990s, the number of infants dying has fallen significantly.

Our goal is to reduce this number to 150 by 2020, which is an ambitious target but with supporters like you by our side we believe it can be done. By fundraising for The Lullaby Trust you will be helping us reach our goal of a future free from SIDS.

214

SIDS claims the lives of approximately 214 babies every year in the UK: that's over 4 babies a week



How your support will make a difference

£5

Could pay for an information pack to raise awareness of our safer sleep messages among teenage parents

£50

Could allow a family of four to go to one of our family days out, helping bereaved families get together in a friendly and informal environment to share experiences and gain strength from each other

£110

Could train A&E staff in how best to support families when a baby dies

£140

Could help pay for one day of specialist training for new CONI coordinators, who will go on to support bereaved parents when they choose to have another baby

Dress it up

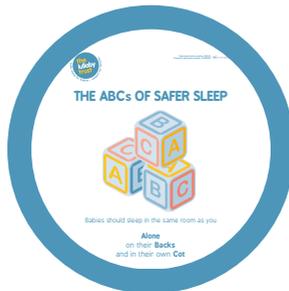
To help make your event look the part, we have a whole range of materials for you to order.

Just choose what you would like from the list below, decide on the quantities that you need and email your order to: fundraising@lullabytrust.org.uk.

Please remember to include your name, address and event details with your order and give us as much notice as you can.



Posters to advertise your event
(max 10)



General information posters
(max 5)



Collection boxes
(max 3)



Stickers (max 50)



Balloons (max 25)



Lullaby Trust t-shirts
(available for £8.50)

Get going!

Use our check list below to help get your event off the ground.



- Decide what type of event you're going to hold or take part in.
- Set a target amount of how much you would like to raise.
- Set up your online sponsorship page at: www.JustGiving.com/lullabytrust or uk.virginmoneygiving.com/charities/lullabytrust
- Take a look at our list opposite and order your materials.
- If you're including a raffle or auction at your event, ask local businesses to donate prizes.
- Hold your event, have an incredible time and raise as much as you can!
- Send in your money (see page 23).

But first things first!

Let us know what you have planned so that we can help you every step of the way. To speak to a member of our team simply;

Email: fundraising@lullabytrust.org.uk

Call: 020 7802 3201

Thank you for your support

The Lullaby Trust
11 Belgrave Road,
London, SW1V 1RB

Fundraising: 020 7802 3201
Email: fundraising@lullabytrust.org.uk
Visit our website: www.lullabytrust.org.uk

Registered charity number: 262191
Company registration number: 01000824

