

**NOAH'S ARK**

children's hospice

[noahsarkhospice.org.uk](http://noahsarkhospice.org.uk)

# FUNDRAISING MAKES AMAZING THINGS HAPPEN

YOUR GUIDE  
TO SUPPORTING  
NOAH'S ARK  
CHILDREN'S  
HOSPICE



making the most of every day

“

The best way to describe Noah's Ark is that there was a great sense of hope. They've always helped us celebrate Precious' life and focus on what the possibilities are.

Raph, father of Precious, 9, who has been supported by Noah's Ark since birth

”

## MEET PRECIOUS

Nine-year-old Precious and her family have been coming to Noah's Ark since she was a baby. With our ongoing care and support Precious has learnt to do things that some people thought were impossible, such as swallow, see lights and recognise people.

Precious' Dad, Raph, explains: "The best way to describe Noah's Ark is that there was a great sense of hope. They've always helped us to celebrate Precious' life and focus on what the possibilities are."

As well as caring for Precious, we also provide support to her whole family, including her brothers and sisters. As Precious' sister, Mary-Marjorie, put it: "Noah's Ark looks after my family. They bring Tony to care for Precious so Mummy and Daddy can have a bit of a break. I have a volunteer who comes to play with me every week. I love my time with her. Everyone from Noah's Ark is always happy. I don't like it when it's time for them to go."

Raph comments: "I can't think of a single time that Noah's Ark has let us down. Any sense of sanity I have, I owe to them."

# THANK YOU FOR JOINING A VERY SPECIAL COMMUNITY

Noah's Ark Children's Hospice helps children with life-limiting or life-threatening conditions, and their families, make the most of every day.

We provide exceptional care, organise fun activities and days out, and we help families do things they never thought possible.

It takes a whole community to make our work happen. Without our wonderful staff, volunteers and supporters we couldn't be there for the children and families we care for and that's why we are thrilled to have you on board.

## OUR COMMUNITY IS STRONGER WITH YOU IN IT

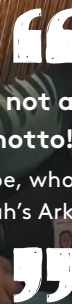
Inside this pack you can find lots of stories and ideas, as well as our top tips to help you have fun and reach your fundraising goal. You can even read about something called The Mothership!

Every penny you raise for Noah's Ark will help children who are seriously unwell and their families. We can't thank you enough for your support.



“ Joe's here for a good time, not a long time. That's our motto!

Toni, mother of Joe, who is supported by Noah's Ark



## GETTING STARTED!

At Noah's Ark we build fun into everything we do, so here are some of our favourite fundraising ideas to get you started:

### DRESS TO IMPRESS

The original Noah's Ark is famed for its animals. So why not organise a non-uniform or pyjama day and ask your colleagues, friends and loved ones to show off their animal-themed attire?

Manor Lodge School raised a brilliant £879 at their pyjama day.

*Thank you so much!*



### READY, STEADY, COOK!

Baking a difference for Noah's Ark is easy! You could host a bake sale at work, in school or at a local community event.

Or, if making dinner is more your thing, you could invite your friends over for dinner and ask them to donate the cost of your ingredients or the amount they would pay for a meal out.

*Yum, yum!*



### CHALLENGE YOURSELF

Whether you are a keen runner, rower, cyclist or just want a reason to get fit, why not take on a sporting or challenge event and ask your friends and family to sponsor you? Visit [www.noahsarkhospice.org.uk/support-us/events](http://www.noahsarkhospice.org.uk/support-us/events) to find your perfect event.

Emily raised over £1,600 by taking part in the 2022 Bnei Mitzvah Challenge in the Lake District.

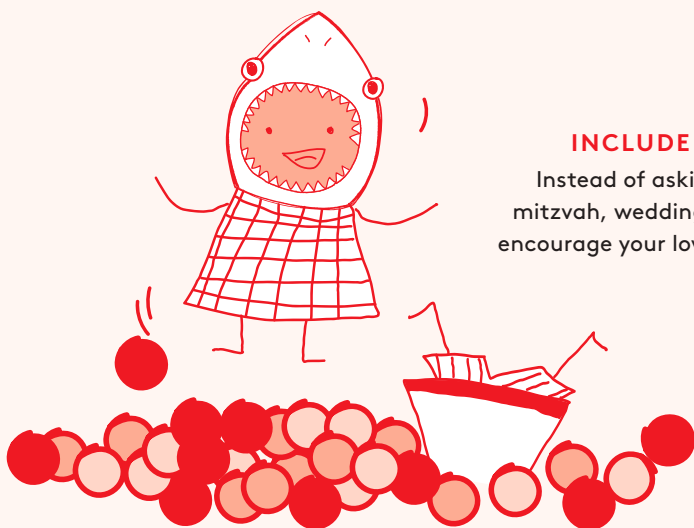
Well done Emily!



### INCLUDE US IN YOUR CELEBRATION

Instead of asking for gifts for your birthday, bat mitzvah, wedding or other celebrations, you could encourage your loved ones to donate to Noah's Ark.

What an amazing way to mark your special day!



### DO YOUR OWN THING

If none of our ideas are right for you, please feel free to fundraise in a way that inspires you.

You could write a list of all the things you like to do or think of something you've always wanted to achieve. You could then consider how to turn your hobby or ambition into a fundraising activity.

For example, if you love to dance, you could organise a sponsored 24-hour dance-a-thon or throw a dance party for friends and family and charge an entry fee. Your options are endless!

Seven-year-old Emilia had a 'big haircut' for Noah's Ark and raised over £300 for our work.

What a superstar!



## OUR TOP TIPS

Fundraising success depends on many things, but with our top tips to hand we're certain you'll hit your fundraising target in no time.

### MAKE DONATING EASY

Platforms like **JustGiving** make it easy to set up a fundraising page and take donations online. You can share photos and updates on your page, too.

**JustGiving™**

To create a fundraising page using JustGiving please visit [justgiving.com/nach](https://justgiving.com/nach) and click 'fundraise with us.'

You can also contact our Fundraising Team on [fundraising@noahsarkhospice.org.uk](mailto:fundraising@noahsarkhospice.org.uk) We're always happy to help.

### THINK BIGGER

Depending on your main event, you could reach your goal sooner by adding in extras like a raffle or sweepstake. **RallyUp** is a great online platform for hosting a raffle on.

**rallyup.com**

### BE SNAP-HAPPY AND SOCIAL

Photos and videos are a brilliant way to bring your fundraising to life – posting them on social media platforms such as **Facebook**, **Instagram** or **Twitter** will help keep your friends and family engaged.



Don't forget to follow and tag us!

**f** /NoahsArkChildrensHospice  
**@**noahsarkhospice  
**@**NoahsArkHospice  
#NACH | #TEAMNoah

### SHOUT ABOUT IT

Our Marketing Team is here to help you promote your fundraising in the media, because the more people who know about it, the more successful it'll be. You can reach the team by emailing [media@noahsarkhospice.org.uk](mailto:media@noahsarkhospice.org.uk)

## HOW TO PAY IN YOUR FUNDRAISING

The sooner your donation reaches us, the sooner we can put it to good use. You can send the funds you have raised to us in any of the following ways:

#### \* ONLINE

Visit [noahsarkhospice.org.uk/donate](https://noahsarkhospice.org.uk/donate) to make a card payment.

#### \* JUSTGIVING

If you fundraise through our JustGiving page, [justgiving.com/nach](https://justgiving.com/nach), you don't need to do anything. Your donations come directly to us.

#### \* PHONE

Call us on **020 8449 8877**.

#### \* POST

Please make your cheque payable to **Noah's Ark Children's Hospice** and send it to us at:

**Noah's Ark Children's Hospice,  
The Ark, Byng Road,  
Barnet EN5 4NP**



Please include your full name and fundraising details





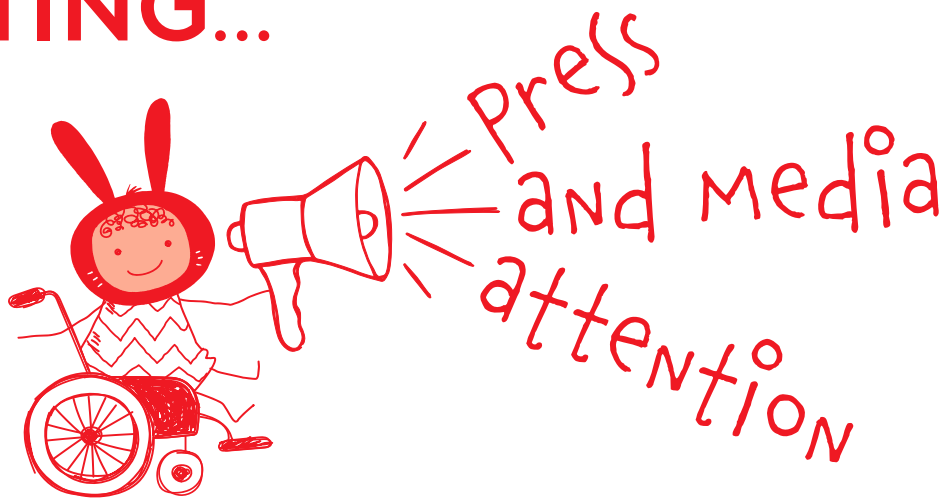
Together, we can help more children who are



seriously unwell make the most of every day



# GETTING...



Being featured in local press and media outlets is a great way to raise awareness of your fundraising. It can dramatically boost donations, helping you hit your target in no time.

## DO YOUR RESEARCH

Local press and media outlets love covering events that take place in their communities. Draw up a list of organisations close to you and/or Noah's Ark and find out which ones cover fundraising events like yours.



## WRITE A PRESS RELEASE

A good press release is key to gaining media coverage. It should contain the who, what, why and where of your event. Our template opposite can help your press release stand out from the crowd.

Please send your draft press releases to [media@noahsarkhospice.org.uk](mailto:media@noahsarkhospice.org.uk) before sending to local press!

## FOLLOW UP

Don't be disheartened if you don't hear back from the journalist or news desk you've contacted. You can follow up with a call or email to check they've received the press release.



Make sure you ask if they have any questions or need any further information.

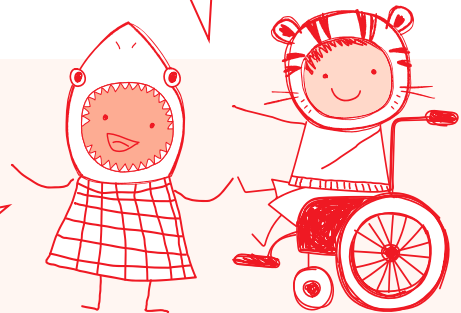


## KNOW WHO TO CONTACT AND HOW

It's a good idea to contact journalists directly. Most press and media outlets have contact details on their websites, including email addresses for individual journalists. You could also try contacting journalists via social media or through their organisation's news desk.

Need help?

If you have any questions about using local media to promote your fundraising please contact our media Team.



You can reach the team by emailing: [media@noahsarkhospice.org.uk](mailto:media@noahsarkhospice.org.uk)



# HOW TO WRITE A PRESS RELEASE

## Headline

Create a headline that makes the reader want to find out more.

Day, month, year

## A £1,000 shave

**Camden teenager Emily Gore is shaving her head to raise funds for Noah's Ark Children's Hospice.**

## Description

This is about you, your fundraising and your motivation for doing it.

On Saturday 13 November, at True Hairdressing in Camden, local resident Emily Gore will shave her head to support Noah's Ark. Emily, aged 18, has been growing her hair for over 10 years and her head shave will be the first time she has had her hair cut in a decade. Emily hopes to raise £1,000 for Noah's Ark, who supported her brother, Callum, before his death last year.

Noah's Ark provides outstanding care and support to help babies, children, like Callum, and young people with life-limiting or life-threatening conditions, and their families, make the most of every day.

## Quotes

Always include a quote – the more personal the better.

Emily says: "Noah's Ark made it possible for Callum to enjoy his life and for our family to do things we never thought possible. I'll never be able to repay Noah's Ark for the support they gave us, but I can help them continue to be there for families like mine. I am nervous about shaving my head – especially with the cold weather approaching – but I know it's for a good cause."

You can support Emily's fundraising by visiting [www.justgiving.com/hairtodaygonetomorrow](http://www.justgiving.com/hairtodaygonetomorrow) or by visiting Emily's Instagram page @hairtodaygonetomorrow. Emily will be live-streaming her head shave on Facebook: [facebook.com/hairtodaygonetomorrow](https://facebook.com/hairtodaygonetomorrow)

-- ENDS --

## Photos

Add some photos to bring your story to life.

Photo captions: [1] Emily Gore [2] Emily's hair from behind [3] Emily brushing her hair [4] Emily holding an electric shaver [5] Emily and Callum at Noah's Ark in 2020

## About Noah's Ark Children's Hospice

Noah's Ark helps babies, children and young people with life-limiting or life-threatening conditions, and their families, make the most of every day. And we support those who die young to do so in as much comfort as possible, surrounded by family.

Noah's Ark is here to enable those we support to enjoy life as children, rather than as patients; as families, not just as carers.

We serve communities across north and central London, as well as Herts Valley, working in partnership with key NHS trusts.

## Charity no.

Always include our registered charity number.

Emily can be contacted on 07123 456 789 or [emily123@gmail.com](mailto:emily123@gmail.com)  
w: [noahsarkhospice.org.uk](http://noahsarkhospice.org.uk) | t: @noahsarkhospice  
f: /noahsarkchildrenshospice | insta: @noahsarkhospice  
Registered Charity No. 1081156

## Grabber

Catch your readers' attention with an engaging first sentence. Mention where you are from to appeal to local readers.

## The Cause

Quick overview of Noah's Ark and what we do.

## Donate

Make it easy for people to donate by including your fundraising page and social media details.

## About us

Include information about Noah's Ark, our families and where we work, and social media details.

## Contact

Don't forget to include your contact details.

Please send your draft press releases to [media@noahsarkhospice.org.uk](mailto:media@noahsarkhospice.org.uk) before sending to local press!

## EVERY PENNY MAKES A DIFFERENCE

As a charity we rely on our supporters to help us continue our work. Here are a few of the things your fundraising could make possible:



£100

could help children and their families have fun and get messy in our Art Therapy sessions.



£750

could fund a Children's Group, bringing children together to have fun and form invaluable peer networks.



£1,000

could fund 24-hours of acute care in our 'Woodlands' Children's Bedroom Wing for a baby, child, or young person.



£5,000

could fund our Summer Ball – an annual extravaganza of entertainment, joy and laughter for the whole family.



£10,000

could fund the total cost of clinical, practical and social care for a child who is seriously unwell and their family for a whole year.

## ROWING RIGHT INTO OUR HEARTS

Known collectively as The Mothership, Felicity, Lebby, Pippa and Jo raised an incredible £69,000 by taking on The Talisker Whisky Challenge, described by some as "the world's toughest row."

For six weeks, The Mothership rowed non-stop across the Atlantic. They covered 3,000 miles and faced some challenges along the way.

Felicity explains: "At one point our water maker broke which meant we couldn't convert seawater into drinking water. That was really stressful but thankfully we were able to fix it!" "And," she adds, "as difficult as the row was, I absolutely loved it."

The Mothership chose Noah's Ark as their charity of choice after seeing our work in action. Felicity says: "Visiting The Ark gave us the "why" and spurred us on when we were out on the water."

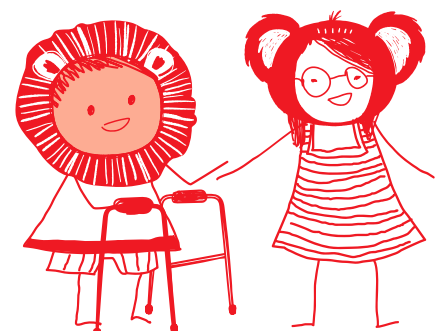
The team hoped that by taking on the challenge they would encourage other people to achieve their goals. Felicity says: "Whilst we all took on the challenge for slightly different



reasons, we collectively wanted to inspire our children and women of all ages. We hope we'll inspire others to reach for the stars."

We're so proud of The Mothership and all their hard work.

Thank you so much!



“

The team's support never wavered. They assisted by providing fundraising ideas, organising training sessions and even a pasta party just before the big day so I could load up on carbs.

Elias, who ran the London Marathon for Noah's Ark

”



## KEEP IT SAFE AND LEGAL

Fundraising can only be fun when it's done properly and there are a number of things you'll need to consider before making a start:

### PERMISSION

To fundraise in a public space you must get permission from either your local authority or the property owner.

### INSURANCE

If your event involves the general public, you'll need to have Public Liability Insurance in place. Your venue and suppliers may have some already, but you will need to check if you're covered by it.

If you're fundraising at home, you should also check that your home insurance covers your activities.

### PHOTOS

If you take photos of people at your event, please make sure you have their consent to do so.

### 18 OR UNDER

If you're under 18, or your fundraising involves children, you must seek permission from a parent or guardian to take part.

### FIRST AID

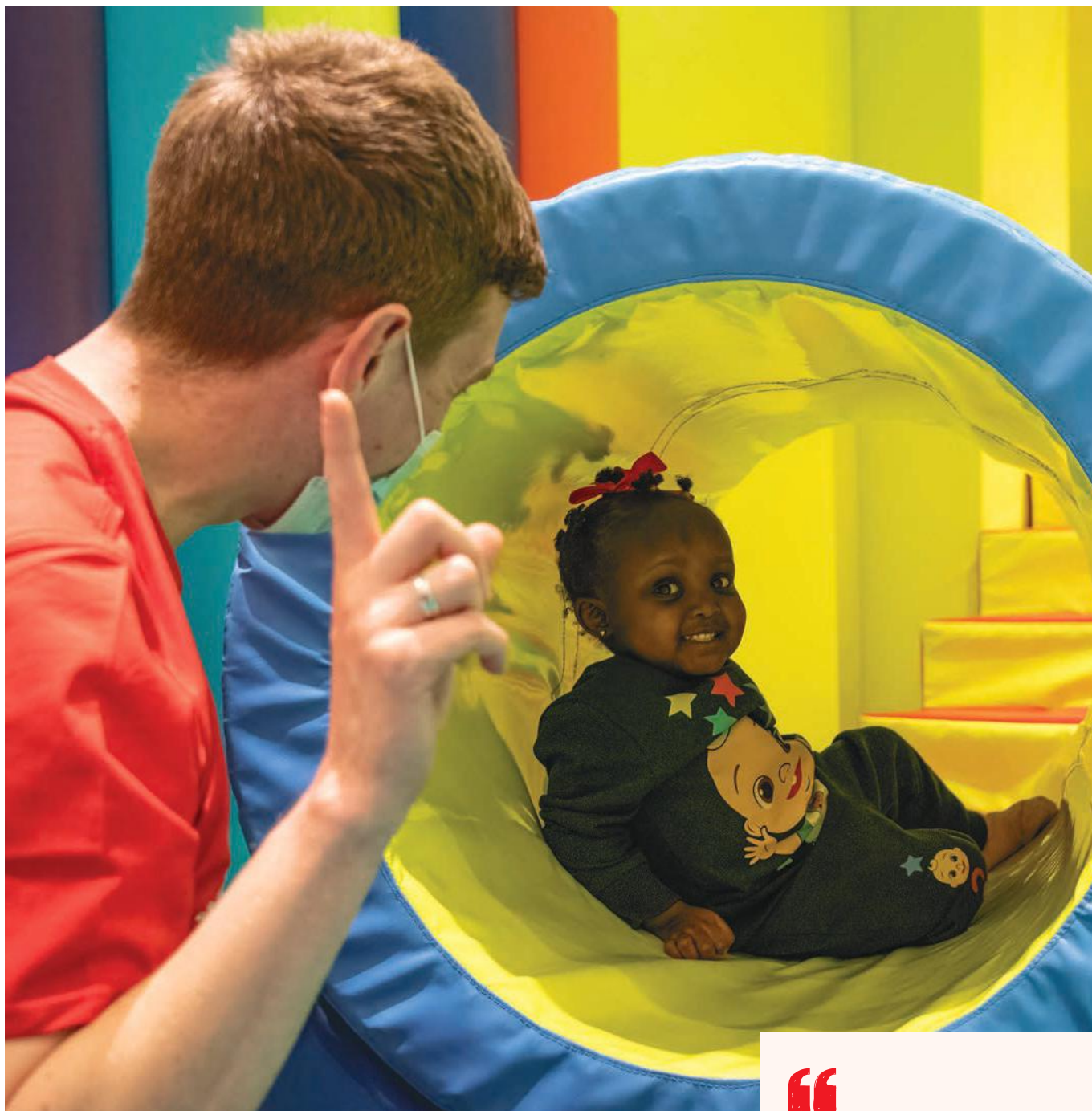
To keep people safe at your fundraising event, please ensure you have appropriate first aid support in place. Please contact St John Ambulance ([sja.org.uk](http://sja.org.uk)) or The British Red Cross ([redcross.org.uk](http://redcross.org.uk)) for advice.

### RAFFLES, LOTTERIES AND CASH COLLECTIONS

Please contact our team if your fundraising includes raffles, lotteries or cash collections as you may need a licence. We're on **020 8449 8877**.

### KEEP IN TOUCH

We're here to support you every step of the way so if you have any questions or need some help, please get in touch. We'd love to hear what you have planned. You can contact us at [fundraising@noahsarkhospice.org.uk](mailto:fundraising@noahsarkhospice.org.uk) or on **020 8449 8877**. We look forward to getting to know you.



## OUR FUTURE TOGETHER

We want to support double the number of children and families that we currently support, but we need your help to make that ambition a reality.

With your ongoing support, we can raise the money we need to reach even more children and their families, helping them to make the most of every day.

“

For me, Noah's Ark are a gift from God. After everything they've done for us, that's the best summary I can give.

Maria, whose daughter Destiny-Rae, is supported by Noah's Ark

”



The Ark, Byng Road, Barnet EN5 4NP  
020 8449 8877

[fundraising@noahsarkhospice.org.uk](mailto:fundraising@noahsarkhospice.org.uk)  
[www.noahsarkhospice.org.uk](http://www.noahsarkhospice.org.uk)

Registered Charity No. 1081156

Thank you for supporting babies, children and young people who are seriously unwell