

gr·ef encounter

supporting bereaved children & young people



grief encounter fundraising guide

www.griefencounter.org.uk



about grief encounter

Grief Encounter have been providing free, professional and specialist bereavement support services since 2004. Our vision is that every child and young person in the UK has access to the best possible support following the death of a loved one.

Funded by the generosity of our supporters, we help alleviate the pain and confusion caused by the death of someone close. Bereavement is devastating at any age, but for a child it is life-changing. We offer a lifeline through the anxiety, fear and isolation so often caused by grief.

- Therapeutic services include one-to-one professional counselling, group workshops, music, art and drama therapy, residentials and family fun days.
- National, free and confidential Helpline.
- Dedicated Trauma Team for support following a sudden or traumatic bereavement.
- Training and support to professionals, schools, universities and colleges supporting bereaved individuals
- Specialist in-house resources such as our unique Grief Relief Kit and award-winning Grief Book.

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“You think that death is the end, but it’s the life that is left for the bereaved that needs the care, attention and love. Grief Encounter helps provide that. The pain of death is excruciating. For a child, it is unimaginable.”

Daliah

thank you

THANK YOU for thinking about fundraising for Grief Encounter, one of the UK’s leading child bereavement charities. By raising funds for Grief Encounter you will enable us to be there for bereaved children and their families following the death of a loved one. We rely entirely on voluntary donations to fund everything we do, day in, day out. Grief doesn’t stop, and neither will we.

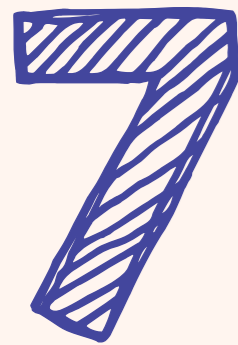
If you have time, commitment and enthusiasm, fundraising can be incredibly fun and fulfilling; bringing people together to do something amazing to help others. However, we know fundraising can also be challenging, so don’t worry – our experienced and passionate fundraising team are ready to help you to bring your ideas to life, or help inspire you to get going!

Whether you raise £10 or £1,000, your support really matters. Thank you for helping us to make a lasting difference to the future of bereaved children and their families.

Good Luck!

Lou Scott
Head of Fundraising





easy steps to start your fundraising journey



1 Decide what you're going to do & Set a date

Firstly, decide what you're going to do. Make sure it's something that you enjoy doing, or use the opportunity to tick something off a bucket list. If you're a keen runner, challenge yourself to a marathon, or if you love baking, host a themed bake sale! When you've decided HOW you're going to raise funds, decide WHEN! Why not choose a date that has some meaning for you. Perhaps an anniversary or a birthday. Chat it through with friends/colleagues, then start spreading the word with a Save the Date!



2 Online or In Person?

The next step is to decide whether your fundraising idea is something you will do virtually or in person. If you are able to do a LIVE event, WHERE will you do it. Maybe a local venue will donate space to you free of charge: a pub, local school or community hall. Maybe a friend or family member has a large garden they're happy for you to use. Think about the distance your guests might be willing to travel and whether you will need to make use of public transport or parking.

If you're going to be setting up a virtual fundraising event, choose a platform that can host as many supporters as possible, such as Zoom or Microsoft Teams. Send out your online link a few days prior to, and then again on the morning of, your event. You can even share your event live on Facebook or Instagram! And if you're unsure how to set up an online event, don't panic - our dedicated fundraising team can help you every step of the way to get you online.



3 Set yourself a fundraising target

A realistic fundraising goal gives you and your supporters something to aim for. Before deciding on a final amount, think about the people you know and how much you think they might donate or pay for a ticket. Ask your place of work if they have a match funding scheme and whether they would be willing to support you. Inspire people to donate more by telling them what their donation could fund (see page 12).



4 Set up an Online Giving page

Online fundraising platforms make it super easy for donations and Gift Aid to be sent directly to Grief Encounter. You can set up an individual or team page, or maybe even one in memory of someone special. It's really important to make your page interesting to read, by saying why you're raising funds for Grief Encounter and why you've chosen your particular challenge or event. Include photos and videos if possible. Then, share the link as far and as wide as you can by emailing, sharing on social media, whatsapping your friends, and watch the funds roll in!



5 Don't forget your health and safety checks!

When organising an event, you need to take the health and safety of your guests and/or visitors very seriously. See page 20 of this guide for some top tips or visit <https://www.institute-of-fundraising.org.uk/guidance/events-and-community/key-considerations/>



6 Spread the word!

Maximise free social media channels and set up a Facebook event, keep your Insta stories up to date, write a blog for your LinkedIn page and tweet video updates. Share your online giving link on WhatsApp groups, and join other online groups who you think might be interested in supporting your event/activity. If you need volunteers, gifts in kind or raffle prizes, don't be afraid to ask! Ask friends and colleagues to like and share your posts and updates and maybe write to your local paper or radio station to see whether they would be interested in doing a feature on you and Grief Encounter. Contact us today for advice and help!



7 Get in touch with Grief Encounter

We love to hear what people are doing to raise money to enable us to reach even more bereaved children and their families, and, where possible, we might be able to help you by sending branded goodies for your event! Complete a fundraising registration form and a member of our fundraising team will be in touch.

fundraising ideas

Whether you're bursting with ideas or in need of some inspiration, here are a few things other people have done to raise money for Grief Encounter.

home alone

Virtual Coffee mornings



Meet up with friends, family and colleagues using an online video chat forum like Zoom, WhatsApp or Skype for coffee, cake and a catch-up, all whilst raising funds for Grief Encounter. Hijack a work catch-up, bring together your school mum friends or have a football team planning session. It's fun, easy and online – so no mess to clear up after the event! Win win! Contact us for a Virtual Coffee Morning guide.

Car Boot Sale



A Car Boot Sale can be a really fun event to do with the family whilst having a good clear out! Either attend an existing sale or organise your own. Ask everyone to donate their pitch fee and a % of their profits to Grief Encounter.

Hair we Go!



Are you brave enough to face the shave? Men, women, children – take off some inches and gain some pounds, whether you're going for the full monty, or a sponsored cut, or even a beard-y

challenge. Ask others to join you and then, Hair we Go! Set up an online giving page, then on the big day invite friends to watch or broadcast it LIVE online on Facebook or Instagram. Shout loud about losing the locks, and your fundraising target, and watch the money come rolling in. Contact us for a Hair we Go guide.

Get your kit out



Stuck at home and want to keep active but need some motivation? Dust off your fitness equipment and cycle or run for Grief Encounter. Challenge yourself to cycle 100 miles on your exercise bike or run 50 miles on the treadmill in a week. You got this!

Donate your commute



Working from home could mean that you are saving money on public transport, petrol and parking why not consider donating this to support bereaved children going through the unimaginable.

Virtually Anything!

Any fundraising idea you can dream up, we can help make it a reality. Online events are an easy, safe way to raise funds for Grief Encounter whilst still being able to see and support your friends and family members. Platforms such as Zoom and Instagram mean any kind of challenge that can be filmed can go online! What about a cook-a-long? A virtual dance class? A sponsored meditation... the list is endless. Contact our fundraising team for more information and ideas about how to get online and support Grief Encounter.

school/work

Go Purple



Purple is the colour of Grief Encounter! Why not organise a Go Purple! day at school or work and wear purple T-shirts, purple wigs or purple socks? You could even decorate the building or classroom, making purple bunting, hanging purple flags or even painting the chairs purple! Let your imagination run wild. Ask everyone participating to donate a min of £2 to take part, and add in extra fundraising opportunities by selling purple cakes, purple friendship bracelets, or face painting everyone purple! Contact us for a Go Purple guide.

Enterprise Challenge



Challenge your class mates to become the next Apprentice. Ask a local business to donate cash to your school, and use your entrepreneurial skills to turn £10 into £100 and donate the profits to Grief Encounter. Your team could start a business, host an event during school hours, or create an online gig to attend. The world is your oyster!

Fancy Dress



Do something fun and creative to bring everyone together for a fancy dress party! Choose a fun theme and put a smile on faces either in the office, classroom or via your next team meeting online. Dress up as something beginning with G for Grief Encounter or pick a category like movies or countries...pay £2 to enter and offer a small prize for the winner.

Raffle



A great low maintenance and time efficient fundraiser, all you need is a ticket booklet (real or virtual) and some prizes. Pick a start and closing date for selling tickets at £2 each or £5 a strip. Gather up everyone's unwanted gifts, unused items and contact local sports teams / companies for signed merchandise and donations. Draw the winning tickets live or record and share the winners online. Everyone loves a raffle!

Dress Down Day



Why not create a 'feel good Friday' or a 'mood lifting Monday'. Everyone can donate £2, get involved and raise vital funds whilst boosting their mood.

Sponsored Silence



Think you have what it takes? Can you keep quiet? Would your friends and family like to pay for you to be quiet for a few hours or even better a day? If so, this is the one for you. You can make a sign so people know you're not allowed to talk, you could even try sign language instead of talking.

Sweepstake



Everyone loves healthy competition. Create a sweepstake based on a well-known TV programme or sporting event. Is someone at the office pregnant? Why not guess the baby weight or birth date or have a guess whose football team will win the league.



October 2019

RBC Race for the Kids

A team of children from UCS School
London, ran 5K

experienced fundraiser



Host a charity ball or dinner

How about organising that 1920s ball you've always dreamed of or host a murder mystery night and get into character. Let's have something to look forward to whether its online, in small groups or an all-out party when its safe for large groups to be back together again.



Come Dine with me

Invite some family or friends (real or virtual), set the budget, get dates in the diaries and create your menus. Score each evening at the end of night on taste (if possible to be together), appearance and overall experience. Keep those fingers crossed for a win, and create memories, eating great food (you hope!) with great company – all whilst raising vital funds for Grief Encounter.

Golf Day



If Golf is your thing, why not organise a Golf day at your local Golf Club. Encourage team leaders to build 4-ball teams and talk to your Golf Club manager about how you can put on a safe Golf Event to raise funds for Grief Encounter, with a fun trophy as an incentive.



getting active

You might be putting on your very own challenge event such as a community walk, a corporate cycle ride or a family swimathon at your local leisure centre. Whatever you're doing, we want to support you every step, pedal or stroke of the way and help you raise as much money as possible to support bereaved children and their families following the death of a loved one.

Climb a virtual building or mountain



Climb a famous building or mountain from your own home with daily or weekly target steps! You could take on:

The Shard – 310 meters = 1,409 steps

The Burj Khalifa – 828m = 2,909 steps

Mount Everest – 8,848 meters = 40,218 steps

Clifton Suspension Bridge = 490 steps

Big Ben = 632 steps

Set your target as £1 for every step or simply ask for donations to help push you to the end.

3,666 challenge



Run, walk or cycle 3,666 miles representing a mile for each child that suffers the death of a parent every month in the UK. You can do this individually or as a team relay, getting colleagues, peers, family and friends all involved.

Couch to 5k



Just a beginner? Don't worry! Take on the couch to 5k challenge for sponsorship. Great for your mental and physical health, you can get active, get out in the fresh air and raise money for charity, whilst having fun.

30 day challenge



This could be anything such as skipping, burpees, press up or star jumps. Pick your fitness challenge, the reps you will take on, and complete it every day for 30 days. It's a tough one, but you can do it! Use online platforms including social media to document your challenge and journey.

Cycle Challenge



Organise a team cycle event in fancy dress, pick a local route or the distance of a famous cycle route you have always fancied like Bristol to Land's End. Round up the team to be with you or take on the challenge yourself.

Ultimate challenges and Treks



Fancy finally ticking off that once in a lifetime trek on your bucket list? Contact Grief Encounter for a list of Treks currently available to sign up to.

Thrill Seekers



Take on a skydive, wing walk or bungee jump for Grief Encounter. Easy to plan, enjoyable and possibly the best adrenaline pumping moment of your life. Face your fears and tick off that challenge.



"I ran to raise money and show support for Grief Encounter and the amazing work they do supporting bereaved children, and as a thank you for everything they have done for me."

Andrew Savvas ran The London Landmarks Half Marathon to raise money for Grief Encounter.



Grief Encounter Ambassadors James Dunmore & Chris Jammer trekking the Great Wall of China

the money you raise could help our families in so many ways...



£10

could pay for a
mr good grief
teddy bear

£1000

could pay for a dedicated trauma specialist
to conduct an initial response for one week
with a school following the death of a student

£50

could pay for a 1:1
counselling session



£2000

could pay for a family to
become part of our family
programme for one year



£100

could provide a
grief relief kit for
a bereaved family



£350

could pay for 7 sessions
of 1:1 counselling



£3000

could pay for a family fun
day for up to 80 bereaved
children and their families

£500

could pay for a bereaved
family to attend a
residential weekend



£5000

could pay for our specialist
trauma unit to provide initial
intensive response to a tragedy
or humanitarian disaster, such
as grenfell



fundraise by taking on a challenge

Whatever challenge event you're thinking of taking part in – trekking, running, swimming, cycling, walking or taking on a triathlon – do it as part of Team Grief Encounter.

If you need inspiration, go to our Challenge pages online to find a wide range of exciting events to suit the most experienced to the absolute beginner. Or, if you already know what you want to do, we hope you will choose to do it as part of Team Grief Encounter. All you have to do is secure your place at the event and then sign up to join our team.

Why join Team Grief Encounter?

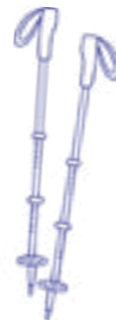


Whether you secure a Grief Encounter charity place or your own place directly from the event, whether you want to raise £10 or £10,000, and whether you're based in London, Loch Lomond or Land's End, we will be there to support you from the moment you sign up. We will provide you with:

- Support from our dedicated Treks and Challenges team to offer you support from setting up your fundraising page to linking you to experts for training tips and advice

- A complimentary Grief Encounter top to be the envy of all your friends
- Optional support from a Team Grief Encounter WhatsApp Group
- The loudest and most enthusiastic Cheer Squad to help you to dig deep when the going gets tough*
- On-hand support from our dedicated fundraising team to help you reach your personal or team fundraising target

*Only at select events



How do I join Team Grief Encounter?

It's simple!

If you already have a place at a Challenge event or have organised your own challenge event and want to tell us about it, get in touch. Additionally, if you're not sure what to do, or want to apply for a Grief Encounter team place in an established charity event, contact us today!

Contact



Need more information? You can contact our friendly events team by emailing challenges@griefencounter.org.uk or calling **020 8371 8455**

Together we will reach even more bereaved children and their families following the death of a loved one.

donate in someone's memory

Donating or fundraising in someone's memory is a very special and meaningful way to remember them – honouring their life and helping others at the same time. We're always incredibly touched and grateful to receive these donations. If you would like to raise funds for Grief Encounter whilst remembering a loved one, you could:

- Pledge a regular donation or make a one-off donation by visiting our Website
- Organise a collection at the funeral or memorial
- Set up a fundraising tribute page with www.muchloved.com choosing Grief Encounter as your charity to support
- Ask friends to join you on a sporting fundraising challenge
- Come together with friends on key dates to keep special memories alive



We are aware that this is a particularly difficult and challenging time for everyone, especially those who have lost someone special. Should you need to reach out and speak to someone about your grief, please do call our Freephone GriefTalk Helpline – 0808 802 0111 or for a confidential chat online visit www.griefencounter.org.uk



"I wanted to raise money for Grief Encounter because my dad died...and they have helped me understand my bad days."

Flossie Harrison, aged 8 completed a Duathlon to raise money for Grief Encounter. She was 4 when her dad died.

setting up an online giving page

Setting up a page online is the best way to get sponsorship from your friends, family and colleagues. Follow our easy steps to get going!

Visit JustGiving, VirginMoneyGiving or other online platforms and follow the step-by-step instructions to set up an online giving account. Once you have a link, you can send to everyone you know through Social Media, WhatsApp and Email! Spread the word and encourage everyone you know to donate to your cause. Some online giving sites also give you a text-to-donate code to increase ways to make a donation towards your target.

1. share your story

By writing a personal introduction to your fundraiser, you will inspire others to support you. Keep it short and interesting – using video and photos work well. Tell your supporters about the cause you're raising money for and why e.g helping to improve the lives of children who have suffered the death of a parent or sibling.



2. set a fundraising goal

Let people know how much you are hoping to raise for Grief Encounter from your efforts. This helps to give you and your friends and family a focus and a drive.

3. bring your fundraising activity to life!

Photos and videos are a great way to keep in touch with people to bring your fundraising story to life. Update regularly so people want to revisit your page to check in on your progress and share your story with others that could donate.



4. keep topping up!



Don't forget to include any cash donations, as well as anything you receive by cheque, so that people can see how well you're doing. If you hit your fundraising target early on, increase it and show how many more bereaved children you are helping thanks to the incredible support you're receiving.

“Supporting a charity that does so much good work and undoubtedly improves the lives of so many is both a privilege and an honour and I will continue to do my bit to help.”

Daniel Gordon completed the 2020 Virtual Virgin London Marathon for Grief Encounter

sending your donations to grief encounter

Congratulations!! You've done the hard work of raising the money. Now the most important part is to send the money to Grief Encounter!

"I lost my son 2 years ago... I felt that I needed something for myself and my daughter, and that is where Grief Encounter stepped in... they understand what she's actually going through." **Saroj & Sapna**



pay directly into our bank account:

Grief Encounter

Natwest 22640231

50-21-08

Please put your name as a reference and send us an email so we can confirm when the money has landed into our account – [**donate@griefencounter.org.uk**](mailto:donate@griefencounter.org.uk)

pay online:

Visit our webpage:

[**griefencounter.org.uk/donate**](https://griefencounter.org.uk/donate)



send a cheque to our office:

Please make cheques payable to Grief Encounter and post to:

**The Annex
33-35 Daws Lane
London
NW7 4SD**

Please don't forget to tell us your name, address and mobile number in case of any problems.

gift aid:

Please help us to claim an extra 25p for every £1 donated by encouraging anyone making a personal donation to complete a Gift Aid form. Download a form from our Website or drop us an email and we'll send one to you.

giftaid it

THANK YOU. If you have any questions please call 020 8371 8455

stay safe and legal

Knowing the latest Government Guidelines on group gatherings if you are organising a fundraising event is of utmost importance. We recommend visiting the Fundraising Regulator website for advice. Always weigh up the benefits and risks of your fundraising activities and use your best judgement when deciding the most appropriate way to raise money for Grief Encounter. We ask that your fundraising is legal, respectful, open and honest and that the government's policies on social distancing are observed at all times.

Your responsibilities

It is your responsibility to ensure the funds you raise and sponsorship is paid to Grief Encounter. Always make it clear to donors what their money is going towards e.g. 100% of your donation will go to Grief Encounter. Also, please remember that this is your event and Grief Encounter cannot accept any responsibility for any issues arising from it.



Food and alcohol

Please visit the Food Standards Agency website [food.gov.uk](https://www.food.gov.uk) for guidelines to help you if you are providing food and alcohol at your fundraising event.

Lotteries and Raffles

Please visit [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk) as the rules around lotteries and raffles can sometimes be confusing.



Health and Safety, Insurance & Licenses

We recommend you carry out a risk assessment to ensure the health and safety of people attending your fundraising activity/event is prioritised. Consider whether public liability insurance and any relevant licenses are needed.

Collections

Please visit institute-of-fundraising.org.uk for guidelines to help you on how to obtain the correct permissions. Please also contact Grief Encounter to register your collection and for charity collection buckets which are clearly labelled with the correct seals and charity information. We can provide you with a Letter of Authority once you have registered your fundraising with us.

Branding

We hope you will use our correct logo to promote that you are raising funds for Grief Encounter. Contact the fundraising team to ask for our Brand Guidelines and we will email everything you need to you. Please return fundraising materials to Grief Encounter so that they can be reused to save the charity money!



"I wanted to raise money for Grief Encounter because I wanted to help children who don't have a mummy or daddy and they might be sad." Jake, 7

Jake ran a mile with his mum Claire to raise money for Grief Encounter. Jake never met his grandma because she died when his mum Claire was only 5 years old.

finally...



On behalf of all of the bereaved children and families we support, a huge **THANK YOU** for everything you are doing to help us to raise vital funds. We cannot do what we do without you and need you to know how important you are to us.

Please get in touch with us today as we are here to help and guide you every step of the way. Please send us your updates, pictures and videos, share your fundraising stories via your Social Media Channels and tag us, and give us permission to share your story in our e-newsletter and on our Website.

Please help us to raise awareness by telling your friends about the work of Grief Encounter and inspire others to get involved too. And we hope that you enjoy fundraising for us so much, that you will want to support us again and again....



thank you!



gr·ef encounter

supporting bereaved children & young people

gr·eftalk helpline
0808 802 0111

Head Office: 33-35 Daws Lane Mill Hill London NW7 4SD
Clinical Office: Crystal House Daws Lane Mill Hill London NW7 4ST

020 8371 8455 • contact@griefencounter.org.uk • griefencounter.org.uk

GriefEncounter

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