

Your Fundraising Guide

Making your event a success



grief
encounter

supporting bereaved children & young people



Welcome to #TeamGriefEncounter

Thank you for choosing to fundraise for Grief Encounter. Together we can bring hope and healing to vulnerable children facing the unimaginable, the death of a parent or sibling.

If you're looking for ideas, inspiration and support, you'll find everything you need in this guide to kick-start your event and achieve your goals.

Our dedicated team will support you every step of the way and provide you with all the resources you need to put the FUN into fundraising!





Getting started

Setting goals along with a detailed plan is the key to creating an event you will be proud of.

Here are our top tips for fundraising success:



Save the date

Make sure you spread the word in advance.



Pick your location

Do you need to book a venue or travel?



Get in touch

Email or call Grief Encounter to register your event, order your branded fundraising material and get support.



Set your target

Put your target on your fundraising page and get it off to a healthy start by getting family to donate first. Don't forget to ask your workplace for 'match funding'.



Set up your online giving page

This is the most reliable and easiest way to collect donations. We recommend using JustGiving. Don't forget to add your personal story, photos and updates about your progress.



Spread the word

Use social media, WhatsApp and your local networks to promote your event. Share your link as widely as possible.



Gift-Aid

Make your fundraising go the extra mile! UK taxpayers can add an extra 25% when they donate at no extra cost to the donors. All they need to do is opt into Gift Aid on your fundraising page.



Have fun

This is your time to shine! We know that events take a lot of planning but we are here to support you so you can enjoy yourself along the way.



Ready, set, go!



From community groups and schools, to individuals or workplaces wanting to get involved, we offer hands-on support to help you bring your fundraising ideas to life.

Whether you're bursting with ideas or in need of some inspiration, here are some of our favourite events.

Dog walk challenge



Pick a month and challenge yourself to walk 25, 50 or even 100km with your paw-some friend. Get friends involved and connect your walkies to 'Strava' so you can share updates with your supporters.

Host an online gaming event



Show off your gaming skills and live stream from the comfort of your home or invite your friends to join you in a virtual tournament of 'Mario Kart'. All you need to get started is a Twitch account and a passion for gaming!

Taking part in our Forget-Me-Not Walk



Make memories and remember a loved one whilst walking with friends and family. We will send you a special 'memory making' fundraising pack and we encourage you to choose a route that has a special place in your heart. Your walk, your memories, your way.

Sponsored Silence



Raise money but don't shout about it! Get friends and family to sponsor you to stay quiet for a whole afternoon. Make signs and flashcards so people know you can't talk and have fun trying to communicate with nods and simple sign language.

Challenge yourself



Grief Encounter has a wide range of treks and challenges for all abilities. You could be running at one of the top running events, conquering your fear of heights as you bungee jump from the sky or taking your cycle to work to the next level.

Still need inspiration?



Here is our list of 'A-Z of Fundraising Fun'

Afternoon Tea · Auction · Abseil

Bike Ride · Bake Sale · Bingo

Christmas Jumper Day · Coffee Morning · Car Wash

Dress Up/Dress Down · Danceathon Dinner Party

Etsy · Escape Room · Easter Egg Hunt

Fun Run · Five-a-Side · Film Night

Give it Up for Grief! · Gaming
Guess How Many · Golf Day

Head Shave · Hike · Hour of Pay

International Party · Indoor Sports Day · Ice Cream Sale

Joke Contest · Jumble Sale
Jazz Night

Karaoke · Knitathon · Keepie-Uppies

Loose Change Collection
Late Night Walk · Live Music

Marathon · Murder Mystery
Masquerade Ball

Name the... · Name the Song · Night in

Olympics · Odd Jobs · Open Mic

Plank Challenge · Go... Purple!
Pancake Day

Quiz Night · Quiet (sponsored silence)

Raffle · Rowing Machine Challenge
Record Breaker!

Swimathon · Sweepstake
Streaming · School Fete

Triathlon · Treasure Hunt
Teddy Bear's Picnic

Upcycle · Ultramarathon
Unwanted Gift Swap

Vinted · Volleyball · Valentine's Day

Walk to Work/School · Wedding
Wear a Wig

Xbox Tournament · Xmas Crafts

Yoga · 'Yes' Day · YOLO Challenge

Zero Waste Day · Zumba





How your fundraising makes a difference



£20

A griefbook for a bereaved child or young person, giving them a structured way to understand and process their grief



£100

A 1:1 session offering direct therapeutic help from a qualified counsellor



£250

A bereaved family attending a group counselling session, bringing families together in safe spaces to communicate and process their feelings



£500

A family attending a residential camp over a weekend, meeting other bereaved families, allowing them to feel less isolated, but also having new, fun experiences, together as a family



£2500

Families having a dedicated point of contact who stay with them for the longevity of their time with Grief Encounter



Meet Leanne

Leanne ran the Bristol Marathon for Grief Encounter as a 'thank you' having received specialist bereavement support for her daughter Betsy, then aged 5. Betsy's Daddy, Graham, sadly died in 2021.



'I have been so humbled by the support Betsy and I received and I desperately wanted to be able to give back, so others could also receive the same. So this year, I signed up to do the Bristol Half Marathon, in memory of Graham, and to raise money for the charity that helped us so much.

I can't tell you how much the training helped me with my own unmanaged grief. I found myself processing so much over the course of 3 months, that I hadn't realised was buried deep.

The support I had from Grief Encounter was incredible, and I loved being able to wear my fabulous t-shirt with pride. And the little good luck emails and cards were such motivation."

The technical part



Fundraising should be fun, but it's important that everything is safe and legal, for everyone involved. Plan ahead, and you'll get things right. We recommend visiting the Fundraising Regulator website for current advice on organising your events.

Grief Encounter cannot be held liable for accidents, injuries, loss or damages as a result of your event.

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 for guidelines to help you if you are providing food and alcohol at your fundraising event.

Lotteries and Raffles

Please visit 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

Contact the fundraising team to ask for our brand guidelines and correct logo to promote that you are raising funds for Grief Encounter. Please also return fundraising materials to Grief Encounter so that they can be reused to save the charity money.

Permission

If you're holding an event in a public place, you must get permission first, either from the local authority or the property owner.

Data protection

Only collect the information you need. Keep it safe, do not share it and only keep it for as long as you need. You can find information about how we protect and use personal data in our privacy policy which is on our website. If you have any questions regarding your fundraising and the law, please call us on 0300 330 322. We'll be more than happy to help out.

If you are under 18

If you're aged under 18, you must have your parent or guardian's permission to fundraise.

Contact us

If you have any more questions about your fundraising event then please get in touch. Please email us at contact@griefencounter.org.uk

Sending your donations to Grief Encounter



Congratulations!! You've done the hard work of raising the money, now it's time to pay in your donations to Grief Encounter. Here's how:

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

Pay online

Visit our webpage:
griefencounter.org.uk/donate



Send a cheque to our office

Please make cheques payable to **Grief Encounter** and post to:
Crystal House, Daws Lane,
Mill Hill, London NW7 4ST

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

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Thank you. If you have any questions please call 020 8371 8455

Finally...



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



Contact:
contact@griefencounter.org.uk
for any queries you may have.

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