

18-25 May 2012

Children's Hospice Week

Be a hero



Martin House
children's hospice

Celebrating 25 years of Care

Fundraising ideas





Be a hero...

You can celebrate Children's Hospice Week 2012 by taking part in Superhero Friday on 25 May. It's easy, fun and a great way to make a real difference to the lives of children who are not expected to reach adulthood, and their families.

Superhero Friday can be whatever you want it to be. You can dress as your favourite superhero for the day, hold a hero themed event, or choose to ignore the hero theme altogether and raise money any way you wish. And if Friday 25 May doesn't suit you, you can take part at any time. Anything goes!

However you choose to get involved, you will be a hero for children's hospices!



Superhero Friday

25 May 2012



Where to start...

1

Choose your event

Get your friends to dress as superheroes for the day, have a superhero themed party, hold a pub quiz or a cake stall. The options are endless, so choose whatever you fancy.

2

Decide how to raise the £s

Ask people to dress up and donate (fining those who don't!), hold an event and charge an entry fee, sell cakes or raffle tickets. Of course you can choose more than one money raising idea.

3

Publicise your event

Go to www.childrenshospiceweek.org.uk and you will find everything you need including posters, invitations and sample letters. Tell everyone about your event, including your local newspaper using our template press releases.

4

Enjoy the big day

Superhero Friday is all about having fun. Enjoy being a hero for the day in the knowledge that whilst you are having fun, your fundraising will be making a real difference to seriously ill children across the UK.

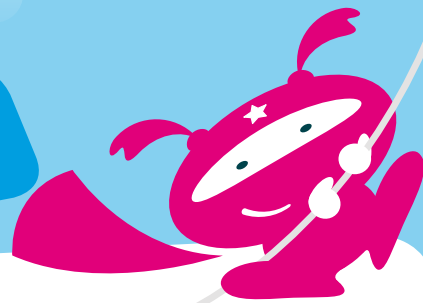
5

Pay your money in

Once you've collected in your money please pay it in as soon as possible. The sooner we receive it the sooner we can put it to work!



Some superhero fundraising ideas...



Superhero fancy dress!

It wouldn't be Superhero Friday without superhero fancy dress!



At work

Ask your colleagues to donate £2 and dress up for the day. This could be a full superhero costume or just your superman t-shirt or socks. If you can't be in fancy dress all day you could hold a competition at lunchtime to see who can change from Clark Kent into Superman in the quickest time!

At school

Children of all ages can take part. Using our school resources at www.childrenshospiceweek.org.uk you can decorate your own superhero masks or capes to wear, or rummage in the fancy dress box for a full outfit!

With friends

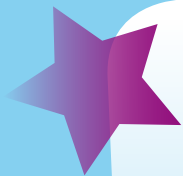
Why not get into the superhero spirit on your Friday night out? Jazz up your outfit with some superhero touches! Or stay in and hold a superhero party and charge your friends entry!



"Children's hospices are incredible places that help life-limited children, young people and their families. I'm calling on you to be a hero and fundraise for Children's Hospice Week."

Simon Cowell, Patron





Superhero film night

Choose a classic superhero film and find a venue to screen it – it could be your house, your work meeting room, or you might even be able to persuade your local cinema or theatre to show the film for one night.

You can sell tickets and raise even more money by selling sweets, bags of popcorn and drinks. You could even hold a quiz at the end of the film, charging £2 per quiz sheet, to see how closely people watched the film!



Superhero quiz

Hold a superhero themed quiz at lunchtime in your office, or have a quiz night in your local pub. You can write your own quiz questions, or go to www.childrenshospiceweek.org.uk to download ours. Ask your employer or local businesses to see if they will donate a prize.

On the night sell your quiz sheets for £2, and drinks and nibbles to keep people's brains fuelled!

You could suggest people come dressed as superheroes for the quiz and give a donation, and charge those that don't!



Shout about it!

Make sure you publicise your event. Let people know where and when it's happening. Put up posters, use our invitation template to invite your friends and family, send an email to all your contacts, invite your friends on Facebook and tweet about it. And don't forget to let your local press know. You can find all you need at www.childrenshospiceweek.org.uk



More fundraising ideas

If our Superhero ideas haven't taken your fancy, have a glance through these ideas and see what does!

Come dine with me

Organise a dinner party competition. Get together with your friends and take it in turns to host the perfect dinner party. Ask guests for a donation for each dinner.

Smart fundraising

Give everyone you know a tube of Smarties and ask them to fill their empty tube with their spare change.

Five-a-side football tournament

Organise a five-a-side football tournament for friends and colleagues and charge an entry fee for teams. You could also have a collection at half time.



Bad taste day

Invite your friends or colleagues to dig out their worst tie, pull on their worst jumper, gel their hair into a hideous style and enjoy a bad taste day! Ask those who come in bad taste to give a donation, and those that don't to pay a fine!



Cake sale

Ask everyone you know to bake a few cakes and then hold a cake sale – invite your neighbours round or hold it in your office and watch the pennies flood in!

BBQ

Hold a summer bbq at your house or workplace selling hot dogs, burgers, drinks and ice creams, or charge an entrance fee and provide the food for free.



“Just like superheroes, children’s hospices are there for people when they need them most. Be a hero and fundraise for your local hospice during Children’s Hospice Week.”

Holly Willoughby, Patron

Wax those legs!

Persuade a couple of willing men to get their legs out and collect donations – the more you get the more you wax!

Caption competition

Get a photo of your manager/chief executive doing something funny or unusual and get everyone to submit a caption for £1. The winner gets 50% of the proceeds.

Raffle

Approach local businesses for prizes, and friends and colleagues for any unwanted presents they may have lying around, and hold a raffle or a tombola.

Baby guess who?

Ask colleagues or friends to bring in baby photos of themselves and set up a competition for people to pay £1 to guess who’s who. Instant entertainment!



Ordinary families, in extraordinary circumstances

There are 23,500 families in the UK with a child who is not expected to reach adulthood. Children's hospices offer care and support to the whole family through a range of different services.



Haydn

Haydn from East Yorkshire is 19 years old. As a young teenager he started to experience double vision and in 2001, after collapsing at school, learned that he had a brain tumour. He has had lots of scans and surgery and comes to Martin House for several short breaks a year, staying in Whitby Lodge. *Haydn says, "Martin House is the best place in the world. I love cooking my special chillies for everyone in the Lodge. Making music in the music technology room is great too."*



Natalie

"I'm 26 years old and suffer from a progressive brain disorder. I was diagnosed when I was thirteen." *says Natalie* who lives in North Yorkshire. "After I finished my secondary education I went on to study Art and now have a BA Honours degree. I come to Martin House, staying in Whitby Lodge, two or three times a year to chill out and relax. I really love baking and particularly enjoy spending time with the care team, both in the Lodge and when we go out on trips." It can be very difficult to take a break when you have complex medical needs and Natalie really benefits from her visits to Martin House.





Joshua

Now 16, Joshua who lives in West Yorkshire has been coming to Martin House since he was 7 and *mum Jane* really looks forward to the family visits where she has every confidence in the care given to her son. With his complex medical needs, looking after Joshua is very demanding and over the years Martin House has been a great support to Joshua's older brother. "When he was small, Tom couldn't understand why his brother was so poorly and when we started to come to Martin House, meeting other well brothers and sisters helped him to feel less isolated."



Thomas

"Martin House is an absolute godsend to me!" says *Rachael* from West Yorkshire, mother to Thomas, aged 11 years. Thomas is very disabled through his condition and Rachael has to cope with many difficult and distressing symptoms that accompany his severe cerebral palsy. "Thomas is a very happy child despite his problems and we really enjoy our respite visits to Martin House. I feel completely at ease here and it is the only chance I get to relax and get some rest."



Every penny that you raise...

...will make a lifetime of difference to children with life-limiting illnesses, and their families.





“Be a hero and get involved in Children’s Hospice Week by taking part in Superhero Friday – a special day of hero inspired fundraising activities.” Max Clifford, Patron



How to pay in your money

By post

Please make cheques payable to “Martin House” and send to Martin House Children’s Hospice, Grove Road, Clifford, Wetherby LS23 6TX.

By phone

You can make a donation over the phone by contacting the Fundraising Office on Tel: 01937 844569.

Online donation pages

Donate online via our website www.martinhouse.org.uk and click on Donate.



Follow us

Catch up with the latest Children’s Hospice Week news through our social media sites.



Facebook – Like our Facebook page



Twitter – Follow us on Twitter



YouTube – Watch our videos from Superhero Friday on YouTube



Flickr – Check out our superhero photos on Flickr and share your own



Martin House
children's hospice
Celebrating **25** years of care

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