

Accumulator Challenge

**£30 and 30 days –
how much can
your team raise?**

Can you compete with other businesses to support your local children's hospice and become our 2024 Accumulator Champions? We need your support now more than ever.

For more information visit:
martinhouse.org.uk/AccumulatorChallenge

About Martin House

At Martin House we provide family-led care for babies, children and young people with life-limiting conditions. It is a place of care and support where children, young people and their families can access the expertise of our team of nurses, doctors and therapists.

Every year we:

Offer care 24/7

365

days a year

Support over

440

children and
young people

Offer over

160

families
bereavement
support

There has never been a more crucial time to support Martin House. The rising cost of living and current economic climate makes it even more challenging to raise the £9 million it costs to run Martin House each year, so we need your support now more than ever.

I used to feel alone and frightened, but now we have Martin House, I know I don't have to be scared, because I can just ring and speak to a doctor, even if it's the weekend or at night – it's our safety blanket.

Rachel, mum of Jack



About the Accumulator Challenge

The Accumulator Challenge provides an exciting opportunity to boost staff morale, have some fun team building and generate positive PR for your company – all while raising vital funds for Martin House.

£30 in 30 days – how much can your team raise?

Here's how it works:

- A team of you and your colleagues enter the Accumulator Challenge.
- Martin House Hospice will provide your team with £30 seed funding.
- Each team will have 30 days to grow this £30 into as much profit as you can through your fundraising (see our 'fundraising ideas' below to get you started).
- You will be allocated a dedicated fundraiser, and a fundraising plan, to help shape your challenge in the months running up to the start of the challenge, which runs from March 1 to 30.
- We'll give you lots of great resources to help kick start your fundraising.

Fundraising ideas

Not sure where to start? We've pulled together some ideas to help. As long as your fundraising activities are safe and legal, you can be as creative as you like!

- 1. Rent an exercise bike:** Why not use your initial £30 to rent an exercise bike for an office cyclothon? Ask your friends, family and colleagues to sponsor you and your team to keep someone cycling every day for 30 days.
- 2. Hold a bake off:** If you and members of your team are expert icers, spend your £30 starter fund on baking ingredients and hold an auction of your creations each week.
- 3. Start a 'money-can't-buy' auction:** Reach out to your friends, colleagues and clients to start an auction or raffle with exciting prizes. Use your £30 to boost your auction on Facebook.
- 4. Invest:** Invest and reinvest your starter fund throughout March to raise as much money as possible.
- 5. Hold a sports tournament:** Compete against other companies in your sector. Use the £30 to buy prizes or rent a space.
- 6. Have a bucket collection:** Contact your local supermarket – we can provide you with all the materials you need.
- 7. Climb the Three Peaks:** Use your £30 to buy refreshments as you and your team take on the Three Peaks stair challenge. It's the perfect opportunity to get fit as the Yorkshire Three Peaks is equivalent to 606 flights of stairs!
- 8. Get gaming:** Why not use your £30 to buy snacks and refreshments that will get you through a 24-hour gameathon?
- 9. Car washing:** You could use your £30 to buy cleaning products and set up a car washing service, either in your company car park, or in an open space close by.
- 10. Match funding:** Ask your company to match any fundraising your team achieves as part of this challenge – a really simple way to double your fundraising total!



Ideas to get started

Seed funding is used to buy car wash materials

Car wash generates £200 profit

£30 of that profit is used for bake sale materials

Bake sale generates £160 profit

£330 raised for Martin House so far – keep going!

What's in it for you?

Taking part in our Accumulator Challenge is a great way to inject some fun into your workplace and engage your team. It creates the perfect opportunity to extend your networking, attract some positive PR within your local community and get that feel good factor knowing you are supporting your local hospice.



“The Martin House Accumulator Challenge has been one of the best challenges Laveracks has ever done – purely because you can involve everybody within the business! Seeing the huge support we have had from all our customers has been heartwarming. It is a great way to help market your company within your local community. I would advise any business to do this!”

A Laverack & Son, 2023 Accumulator Challenge Champions

How to register and next steps

It couldn't be easier to take part in our Accumulator Challenge and raise money for Martin House, just follow the simple steps below:

Register on our website: martinhouse.org.uk/AccumulatorChallenge

Gather your team

Set up your fundraising page

Receive your initial £30 starter fund from Martin House

Meet your Martin House fundraiser and start planning your fundraising

Accumulate! You've got £30 and 30 days – how much can you raise?

Don't worry, we will be on hand to support you every step of the way, ranging from calls and meetings to motivate your team, tips and tricks for fundraising, to weekly updates to find out how you're doing.

If you want to know more, please contact us at getinvolved@martinhouse.org.uk

Thanks so much for your support, and good luck in becoming our 2024 Accumulator Champions!