

Noah's Ark

Children's Hospital Charity  
Elusen Ysbyty Plant



# Fundraising Pack

# Welcome to the Noah's Ark family

Here at the Noah's Ark Charity, children and families are the heart of everything we do. Thank you for choosing to join us in our ongoing mission to create brighter todays and better tomorrows for the 73,000 children cared for at the Noah's Ark Children's Hospital for Wales each year.

Every penny you raise through your fundraising will make a difference.

**£30**

raised by holding a teddy bear's picnic could fund a birthday party for a long term patient.

**£200**

raised by organising a pub quiz could fund an emotional support service on the critical care unit for a day.

**£1000**

raised by organising a family fete could contribute to a new piece of equipment that improves the care given to a young patient.

In this pack you'll find all you need to make whatever way you choose to fundraise a big success. It's full of handy tips and fun ideas to help get your creative juices flowing. So have a read, have fun and keep in touch to let us know how you're getting on.

And remember, our friendly fundraising team are always on hand to help. So if you need anything at all, just get in touch.



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# What we do

As a charity first established to raise funds for the hospital's construction, we have been here along every step of its evolution and continue to be to this day. As a charity that relies entirely on gifts and donations, this is all made possible thanks to people like you.

Your support makes it possible for us to ensure the best care and outcome possible for children by focussing on three key areas:



## Medical equipment and direct patient care

Thanks to gifts made by the public, the children's hospital is equipped with state of the art theatre suites, a radiology department, an ophthalmology department and its very own hydrotherapy pool. A specialised MRI scanner, installed with multimedia facilities, has significantly reduced the need for sedation and admission for some of the hospital's youngest patients. During Covid-19 we were able to provide the paediatric critical care unit with new non-invasive ventilators. They are now helping to support the life-saving care of more than 500 seriously ill children a year.



## Capital development

Our initial capital appeal launched at the turn of the millennium raised £20 million, transforming a children's hospital for Wales from a concept to a reality. A further £1 million raised and donated by people like you meant we were able to fund specialist clinical equipment for the new 50 cot neonatal intensive care unit. The unit now has a state of the art cardiology scanner and a specialist eye camera which prevents blindness in premature babies. Each tiny baby on the unit is cared for in the most modern incubators or cribs, enabling the highest quality of nursing care.



## Child and family support services

Our play specialist team use play at the bedside, in the dedicated playrooms and in the Noah's Ark garden to relieve anxiety and help children develop, recover and relax within the hospital environment. Our psychology services on the neonatal and paediatric and critical care unit help parents to cope during unbelievably difficult times. Our emergency packs provide practical comfort for parents and children admitted with little or no advanced warning. Knowing what a difference the small things can make, we also organise activities, visits and treats to brighten up long hospital days.

With rapid advancements in technology and an increased emphasis on patient-centred care and wellbeing, the world of medicine is always advancing. As a charity, we want to make sure that our nation's children's hospital is able to keep up with the pace of that change, so that the young patients in its care have the very best opportunity to live full and happy lives.

**Whatever the future holds, we plan to be here - as we have been from the very beginning.**

# Being there for children like Alice



**The support of people like you make it possible for the charity to fund initiatives like an early mobility programme on the paediatric critical care unit. The new programme called CHWARAE PCCU is now helping children like Alice to get back on their feet again.**

Mum of two, Magda, was driving home after visiting her sister when a head on collision almost claimed her family's lives. Both 18-month-old Alice and her three-year-old sister, Maya, were in the back of the car when a vehicle coming from the opposite direction veered into their lane. The combined impact of the head on crash was more than 110 miles an hour.

Miraculously, Magda and Maya escaped from the crash, each with a relatively minor broken arm. Toddler Alice, however, had not fared as well. Her spine had been broken and the bruising around her spinal cord was potentially life threatening. The injury had caused damage to the left side of Alice's body and there was no knowing whether it would be permanent. Alice was put into halo traction and fitted with a tracheostomy to help her breathe. She later underwent vital but very risky surgery in an attempt to further stabilise her spine.

## How your support helped

As Alice's condition finally began to improve, the physiotherapy team gradually introduced resources provided through the early mobility programme to help Alice progress. They used sensory equipment and play therapy to encourage the toddler to move and strengthen her left side until eventually she was able to sit up, supported by a specialist chair. After weeks of being unable to hold her, Magda was able to cuddle her daughter for the first time in a new adapted specialist armchair funded by people like you. Alice later stood for the first time in a supportive standing frame.

Unable to talk because of her tracheostomy the early mobility programme also helped Alice to communicate with her mum. Her physios recorded the word 'Mama' on a big red button that Alice learnt to tap for her mother's attention. The device called a Big Mac turned out to be very good exercise for the left arm that her mum feared at one point she would never move again. By the end of January, Alice had made so much progress that she was able to leave intensive care. Alice has since had both the halo and the tracheostomy removed and to the delight of everyone around her, has started to walk again.

# The power of your pound



**£33**

Could cover the cost of two play specialist sessions to help a child understand and prepare for their chemotherapy treatment.



**£55**

Could fund our sparkle co-ordinator for a day, making it possible for us to arrange special visits, run fun filled activities and deliver cheer up treats to long term patients.



**£225**

Could provide a pack of essentials for 15 parents who have been admitted to hospital with their child in an emergency.



**£500**

Could fund a Beads of Courage programme to support children with long term health conditions for a whole year.



**£636**

Could fund a counsellor for a week, making it possible for at least 30 families to access support.



**£1,244**

Could pay for two blenders which would provide precisely the right mix of air and oxygen to a baby on the paediatric intensive care unit.

# Fundraising ideas



## Traditional

**A potluck picnic or gala event** (if you want to make it fancy). Everybody pays to attend and brings their favourite shareable food. You can always collate the recipes into a sellable book. Have some games, play some music and you have a great event.

**Pizza night.** Invite your friends to buy tickets and join you at home or at a local hall for pizza. Or choose another country's cuisine and theme your fundraising evening around it.

**Partner with a restaurant.** For a simpler way to mix food, fun, friendship and fundraising, who not partner with a local restaurant? Agree a fixed price menu and add your profit margin for the charity on top.

**Gala Dinner.** Still going strong as a tried and tested idea. If you aren't sure where to start, we can help with lots of advice and tips.



## Family and community

**Vintage/yard/jumble/preloved** - whatever you call it, it's a good old fashioned sale of donated and unwanted/unused goods that can be given a new home, clear out your clutter and make money for our charity. Don't forget to charge a small entry fee and if you can upsell with drinks so much the better.

**Hold a movie screening** at a local venue/outside if possible or host individual movie screenings with friends and family in your own garden. Hot dogs, pop corn and a good film. Easy way of raising money!

**Take part in our Superhero Dash** - Dress up as your favourite superhero and run, walk or wheel for fun.

**Clothes sale.** Ask your friends, colleagues or the members of a group to donate clothes and goods and hold a sale - everyone loves a bargain and sometimes keeping things simple with £1, £3, £5 and £10 price points means that things will be snapped up. Any unsold items can be donated to our charity shop or our one of our local textile recycling banks - so you'll still be helping the cause!

**Hold a teddy bear's picnic** in your home or local community. Ask us for tips!



## Physical

**A dance marathon.** For individuals or teams being sponsored to dance for 24 hours. Take song requests for £5.

Join Team Noah and **run the Cardiff Half Marathon.** If you decide to enter another event but would like to help, let us know and we'll still support you.

**A sports day** - companies/groups, you remember the egg and spoon race, the sack race? Hold a day for Noah's Ark and even more kudos if you are in retro sports gear. Which team will race the most money? Get sponsored? Ask your suppliers and customers to take part too.

**A treadmill relay** will bring out the competition, keep you fit and turn lb's into £s.



## Digital

**Donate the gift of a virtual coffee.** Set up a campaign page and a virtual drinks menu so donors can 'buy' an americano or a flat white. Upsell with a 'sandwich' or doughnut. Did you know that you can fund our sparkle co-ordinator at the hospital for just £11? That's a coffee and a sandwich isn't it?

**A silent auction** made digital means your reach of potential bidders becomes much greater.

**A birthday fundraiser on Facebook** - easy peasy to set up.



## Creative

**Invite local craft groups to come together and make money for children** by selling their crafts or holding a workshop. Making it online means more people can tune in – for a fee.

**Hold an art sale** – charge an entrance fee and showcase the best in local artists – include art colleges and anyone who would welcome the support. Agree a commission on anything sold.



## At work

**Dress down day** – what could be a simpler way to raise money if you have lots of employees.

**Sweepstakes 50/50** – Eurovision, the Football world Cup, The Grand National – you could make a themed event of it too. Winner takes half, charity gets half so it's a double win.

**Office Olympics** – Get ready, get set... teams compete for the best chair races, furthest elastic band pinged, hit the target (the office bin). Just use your imagination, charge per head or get sponsored. Who will make it to the finals? Winning team doesn't make the coffee for a week and loads raised for children in hospital.

**Donate an hour's pay** or set up a payroll giving scheme at work and donate before tax. Ask us for details.

**Raffle a day off work.** Who wouldn't want to win an extra day of annual leave?

Ask your employer about match funding your own fundraising.



## At school

**Hold a Find Your Rainbow Day** during the summer term. Just pick a date and ask everyone to take part in rainbow activities. Ask children to wear their favourite colour while donating £1 to the charity. Make a delicious rainbow cake or some funny rainbow slime.

**Sponsored litter pick** – Do something great for your local community while raising money for Wales's children's hospital at the same time. The team with the biggest bag of rubbish at the end of the day gets a prize.

**Book sales** are a great way to raise money and encourage the joy of reading. Ask everyone to donate one of their favourite books and anything left over after your sale can go to the school library.





## Top fundraising tips

### Set a date!

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Remember to give yourself plenty of time to plan your fundraising and invite other people to take part.

### Set your target and budget

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A fundraising target will help to shape your fundraising activity. Aim high and push yourself. We're here to help your heroic fundraising efforts! Keep in mind that you may need to set a budget to buy everything you need for your event.

### Set up an online fundraising page

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It's the simplest way to ask friends, family or colleagues to sponsor you and once set up. It's also hassle free for you as the money comes directly to us.

To set up your page, visit our fundraising portal [here](#), click on **Fundraise for us** in the top right hand corner or **Create a team** if you're holding an event as part of a team. Then just follow the instructions to set up your page. Choose your fundraising target (the higher it is, the more children we can help), page title and team members if you have them. Tell people why you are fundraising for Noah's Ark and how their donation can make a difference to the lives of children. Once your page is set up, email the link to your friends, family and colleagues and post about in on your social media channels. Ask people who're likely to donate the most to sponsor you first. It'll encourage others to be generous too.

## Order materials

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We've got a range of materials like t-shirts to help make sure that your fundraising goes off with a bang! To order yours and find out more about how we can help, just drop us an email [enquiries@noahsarkcharity.org](mailto:enquiries@noahsarkcharity.org) or call us on **029 2184 7310**. Helping our Noah's Ark family is our favourite thing to do so get in touch.

## Spread the word!

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As well as promoting your event through your own social media channels, you can also download posters for your event from our website [here](#) (we can also send some out by post to you if you'd prefer). Just fill in the details and ask businesses and local groups to put the posters up around your community.

You can also get in touch with your local press to help spread the word and get your community involved. You can download a template press release from our website [here](#). All you need to do is add the details of your event. If you need any help, don't forget the three magic words – get in touch!

## Gift Aid it!

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You can increase the money you raise by 25% just by making sure that the people who support you tick the Gift Aid box to confirm that they are a UK tax payer when they sponsor you. They must also include their full name and home address including postcode. We can't claim if they don't.

## Ask your employer about matched funding

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Some companies offer a matched funding scheme for employees who are raising funds for a charity through an activity or event. Get in touch with your employers HR department to ask. Even if it isn't something they formally offer, they may still support you by making a donation!

## Celebrate your success

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Never forget that it's thanks to people like you that right at this moment, hundreds of children are benefitting from the best specialist medical care. It's thanks to you too that we're able to support families through difficult journeys and make sure that children can still have fun, whatever they're going through.

**Every penny you raise will make a difference to someone.**

# Be safe and keep it legal

Charity fundraising is fun and rewarding but it's also regulated by law so it's important to check that your event or activity is on the right side of it. We've pulled together all the info you'll so grab a coffee and have read through.



## Insurance

Our public liability insurance may not cover all fundraising events and activities you undertake so, depending on what you plan to do, you may need to arrange additional insurance before your event can take place. You can get third party/public liability insurance online via a reputable price comparison websites.



## Lotteries, raffles and sweepstakes

Holding a raffle at your event is a great way to generate funds in aid of the Noah's Ark Charity with minimal costs, though you will need to follow certain guidelines. Please visit the Gambling Commission's website: [www.gamblingcommission.gov.uk/](http://www.gamblingcommission.gov.uk/)

The simplest way to organise a raffle is to have it as part of an existing event, for example at a fete or quiz night. This is called an **incidental lottery**. Physical raffle tickets must be given and can only be sold on the day of the event. The tickets can be drawn at the event or after but you should let your ticket buyers know when the raffle will be drawn.

If your raffle is your main fundraising event or you will be selling tickets for longer than 24 hours, you will need to register the raffle with your local authority and have official raffle tickets printed. We recommend [www.raffletickets4u.co.uk](http://www.raffletickets4u.co.uk)



## Online social media raffles

- You'll also need a licence if you're selling raffle tickets online. You can contact your local authority to get your own.
- PayPal rules say that you can't use your account for raffle purposes so you may need to consider another payment option.
- Using your personal page to run a raffle on Facebook could result in a ban so you'll need to set up a separate page exclusively for that purpose. Again, you must have a licence if the raffle is being held for longer than 24 hours.
- Always keep a simple log of the number of tickets sold and a means to contact winners.

Check the latest information and advice at: [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)



## Food and alcohol

- If you are selling alcohol or offering it as a prize, you'll need a licence. Check if your venue is licensed or contact your local council for more information on obtaining a Temporary Event Notice (TEN) or visit <https://www.gov.uk/temporary-events-notice>

- You'll also need a TEN for music, movies, dancing or indoor sporting events or if you're serving hot food or drink between 11pm and 5am.

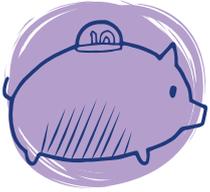
NB: It is against the law to serve alcohol to anyone under the age of 18. If you're the person serving, you are the person responsible.

- Food supplied, sold or provided at charity or community events, such as street parties, school fetes or fundraisers, must comply with food law. Visit: <https://www.food.gov.uk/safety-hygiene/providing-food-at-community-and-charity-events>



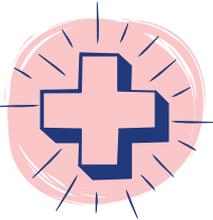
## Children

- Do not allow children under 16 to collect money from the public without an adult.
- Ensure children are adequately supervised.
- Make provision for lost children at your event, if applicable.



## Money matters

- Keep money and fundraising equipment in a lockable box.
- Take care of your personal security when carrying money. If possible, don't go alone. Make sure that no one puts their personal safety in jeopardy by tackling a thief.
- Only collect sponsorship in a safe environment.



## Health and safety

- Ensure the venue is suitable for your event. Make sure there is adequate lighting, sanitary facilities and it is accessible for all.
- Do not exceed the safety capacity of the venue.
- Identify any hazards and evaluate any risks that you'll need to consider for your event. You can download a generic risk assessment to adapt to your own fundraising event [here](#).
- Be aware that the Health and Safety at Work Act 1974 applies to volunteers as well as paid workers.



## Noah's Ark Charity

Any fundraising materials you use should say: **In aid of the Noah's Ark Charity** or include our 'In aid of' logo. The following should also appear on any event materials you produce:  
**Registered Charity No. 1069485**



## Public collections

If you're planning on raising money in a public place, you'll need to get permission from your local council by applying for a charitable street collection licence or a house-to-house permit. Please visit your county/city council's website for further details. Remember to complete the returns paperwork and let the council (and us) know how much you've raised. To hold a collection on private land like a pub or shopping centre you'll need permission from the owners. Get in touch if you need collection tins or any information on collecting.



## Food

If you supply food on an occasional and small-scale basis, it is unlikely you will need to register, however further information can be found at:

<https://www.food.gov.uk/sites/default/files/media/document/hall-provision.pdf>

If you're unsure, please contact your local council.



## First Aid

Event organisers should ensure that appropriate medical/first-aid provision is available for all events, whatever their type and size. Ensure you have adequate cover available for the scale of your event. Contact your local council if you need more information.

**Don't forget, we're always happy to help so if you have any questions, don't hesitate to give us a call on 029 2184 7310.**

# What to do after your fundraiser

## Become an inspiration!

Tell us your fundraising story and share your fun filled pictures with us and, if you're happy to, we'll use your event as an inspiration for other people who might be thinking of fundraising for the charity!



## Now you've done all the hard work, all that's left to do is pay in your money!

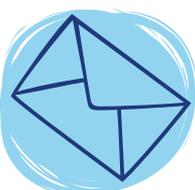
If you've done all your fundraising online, the money you've raised will automatically come to us so you can sit back and relax. If you've fundraised in other ways, here's how to pay it in:



You can pay your money in **online** via our website [here](#). Enter the exact amount you'll be donating and remember to tell us how you raised the funds.



Call our fundraising office on **029 2184 7310** and pay by credit or debit card. Once it's processed, we'll send you a receipt of your donation by letter.



If you've collected cheques or received any CAF vouchers, you'll need to download a paying in form [here](#). Fill in the form and post to the following address: **Noah's Ark Children's Hospital Charity, Noah's Ark Children's Hospital for Wales, Heath Park, Cardiff, CF14, 4XW.**

If you've collected any cash, please contact us for bank details: [enquiries@noahsarkcharity.org](mailto:enquiries@noahsarkcharity.org).

If you'd like to formally present your cheque to the charity in person, please feel free to ask and we'll do our best to arrange this.

## Just one more thing:

Don't forget to return and collect tins or buckets you've borrowed. You can also help us to save money by bringing back any un-used merchandise that you've ordered.

# Stick with us

As a relatively small charity with no statutory funding and huge ambitions for the thousands of children that we support, you and our Noah's Ark community, are so important to us.

There are so many ways to continue to help when your fundraising activity is over.



- **Donate your pre-loved items** to our community charity shop in Birchgrove, Cardiff.
- **Volunteer** at our shops, events or at our office in the children's hospital.
- **Set up a regular gift.** Just £5 a month can help us plan our income and make it possible for us to commit to future initiatives that will make things even better for the children of Noah's Ark.
- **Follow us on social media.** Just sharing our posts with your own followers can make a huge difference in helping us to spread the word.
- Contact us to request a **collection box** for your workplace.
- **Thinking of writing a Will?** Leaving a small gift to the Noah's Ark Charity within your Will could help transform the lives of future generations. Find out how you can get a simple Will written for free [here](#).
- **Easyfundraising** can turn your everyday shopping with some of the biggest retailers into donations for the Noah's Ark Charity. Visit [www.easyfundraising.org.uk](http://www.easyfundraising.org.uk) to register and get started.
- **Become an official community ambassador** for the charity and be an advocate for the children of Noah's Ark within your community. Get in touch with us here [enquiries@noahsarkcharity.org](mailto:enquiries@noahsarkcharity.org) to find out more.



**Thank you for playing a part in ensuring brighter todays and better tomorrows for the thousands of children who receive care at the Noah's Ark Children's Hospital for Wales each year.**

Your efforts will help make sure that our specialist paediatric teams will have access to the best possible equipment and facilities. You have also helped to make sure that, during their time in hospital, children and families will feel supported and looked after within an environment that suits their needs.

We literally could not do what we do without people like you. You are a hero and we are so grateful for your support.

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