

Fundraising Pack

Helping to make the hard times a little bit easier



Jessie May
Children's Hospice at Home

jessiemay.org.uk

Thank you for making a difference

Dear Friend

Thank you so much for choosing to raise money for the children and families supported by our Jessie May nurses. Whether you've signed up for an event, your business has chosen us as their charity of the year or caring at work, or you're holding your own fundraising event – we are here every step of the way to help, encourage and support you.

Without the wonderful help of supporters like you we simply wouldn't be here. This is your first step to becoming a valued fundraiser in your group of friends, your community or workplace and is one of the most rewarding and fun ways to support our vital work.

With your support we are able to care for over 190 families in their own homes across the South West. We support children with life-limiting conditions, which means they

are unlikely to reach adulthood. Our mission is to give the whole family the chance to spend as much precious time together, making treasured memories in the time that they have.

If you would like to hear some of our inspiring family stories visit:

www.jessiemay.org.uk/about-us/our-stories



How your fundraising can make a difference



£25

Could buy a memory box or bear for families to remember their child.

£40

Could buy a 3D sculpture of a child's hand for parents to keep forever.

£60

Could buy one hour of Jessie May specialist palliative support.*



Started by a family, for families, and now shaped by families

Our story

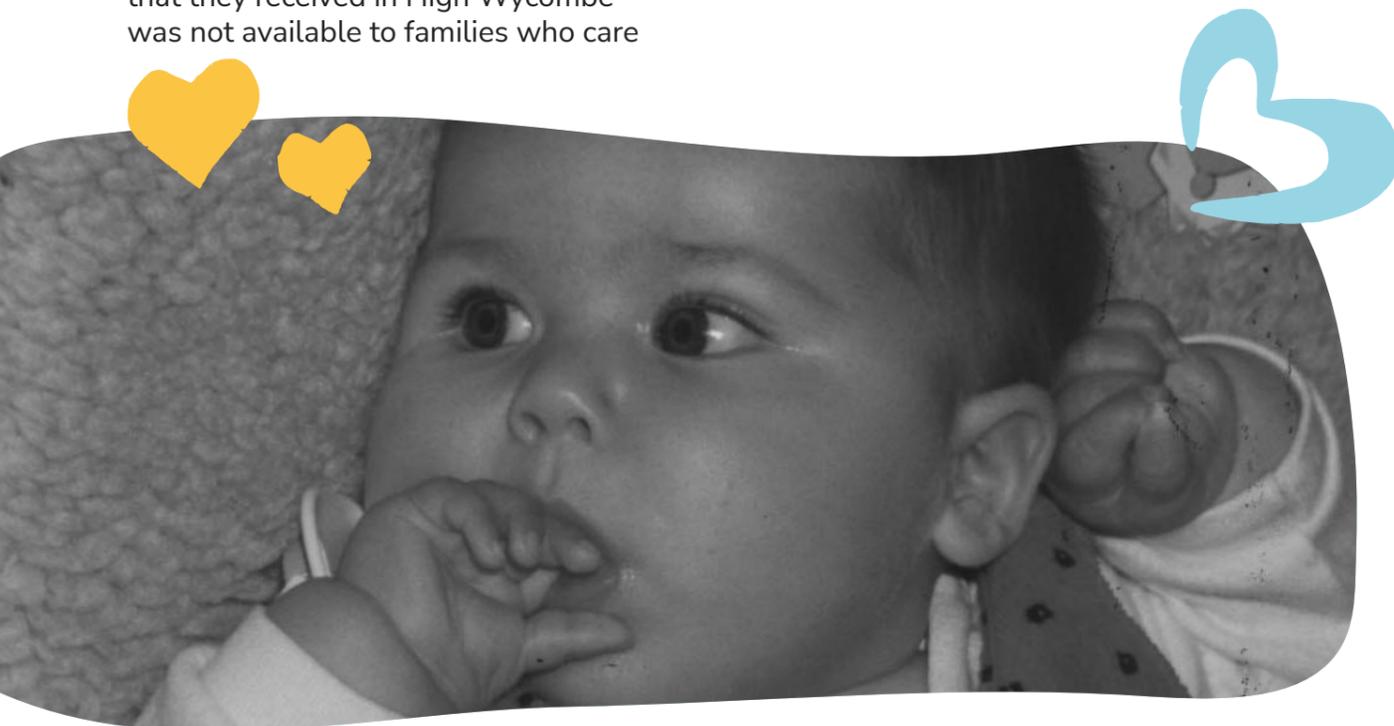
Jessie May was established by parents Chris and Philippa Purrington following the death of their baby daughter, Jessica May, in September 1994.

Jessica died from a genetic condition known as severe Spinal Muscular Atrophy when she was only 4½ months old. Jessica was cared for by her family, in her own home, throughout her illness. She died peacefully at home in her father's arms; in privacy, with dignity and surrounded by everyone who loved her.

During one of their visits to family in Bristol, Jessica was admitted to the local children's hospital in Southmead. It was here that the family learned that the incredible support that they received in High Wycombe was not available to families who care

for children at home in the Bristol area. The Purrington's were determined to do what they could to make sure that other children with conditions like Jessica's, and their families, could access support in their own homes and have the choice to die at home when the time came. After a lot of hard work and perseverance initial funding was secured and The Jessie May Trust was officially launched in 1996.

Now known as Jessie May, we are a charity that provides specialist nursing care for terminally ill children in their own homes. We offer end-of-life care and bereavement support, as well as vital respite sessions and emotional support to those children's families. This allows families to make the most of the precious time they have together and to create treasured family memories.



This is Gracie's story

At a few weeks old, Gracie was diagnosed with focal epilepsy, chromosome duplication and visual impairment. Now 6, Gracie is fully dependent for all her care needs and mobility and as she can suffer from multiple seizures during the day she needs constant monitoring and reassurance.

Since she turned a year old, Gracie has been receiving support from Jessie May nurses. However, in March 2020 everything changed in an instant when the whole of the UK was gripped in the global pandemic.

With schools closing, the entire family; Mum, Grace and her 2 older sisters and brother, found themselves confined to the house 24/7. Kayley had to juggle ensuring Gracie was taken care of, with home schooling her other children.

Jessie May were able to offer phone and text support during the first lockdown, which gradually increased to some doorstep visits – giving Mum a chance to talk and the nurse a chance to offer a friendly face.

As we adjusted in line with changing guidelines, this switched to visits back in the home, with Jessie May nurses in full PPE. Gracie had frequent admissions to hospital over the winter and is still unable to return to school due to her medical needs. Jessie May nurses are visiting twice a month until she can go back, with visits giving Kayley the time she needs to focus on Gracie's siblings without feeling completely overwhelmed.



“Without Jessie May, I would feel very lost and alone. Thank you to everyone who supports Jessie May. You're helping to support a team of people who bring us sunshine on a rainy day. It's not just about respite – it's about not having to face my child's suffering alone.”

Kayley, Gracie's Mum



How you can help?



Sometimes getting started is the hardest part but we are here to support you all the way. Remember that fundraising should be enjoyable, we want you to have fun as well as raising money. Knowing the sort of event you want to do is the first step. We have 4 categories of events:

- 1 Jessie May events**
 - Annual Charity Dinner
 - Mass Participation events
 - Virtual events
- 2 Challenge events**
 - 5k all the way up to a full Marathon
 - Inflatable runs
 - Snowdon Sunrise
 - Overseas challenges
- 3 Create/do it your own way**

See page 11 for more ideas to help you on your fundraising journey.
- 4 Get Messy with Jessie**

For schools, nurseries, groups, and clubs – a chance to get messy and have fun!



To find out about all of our available events, please head to our event calendar on our website: [Jessie May Events Calendar](#)

Volunteers needed!

Stay with us after your event...

We are always looking for volunteers to join our team. Attending events and cheque presentations and talks, there is a huge variety of opportunities within the team. Our volunteer team play such an important part of the Jessie May family and this is your invitation to come and join us. To register your interest, please complete this form:

[Volunteer Application Form](#)



Where does your money go?

1 x hour of Jessie May Support* = £78
3 x hours of Jessie May Support* = £234
Cost to sponsor a nurse for 1 year = £41,000



"Very recently I supported a family whose child was at the end of their life. I knew the family so well; I was able to advocate for their wishes for their child which essentially was to be at home as a family spending as much time together as possible. They could take their child into the garden to feel the sun on their face and hear the birds singing, or they could have a cuddle in bed, in their own pyjamas reading stories (in hospital the beds aren't big enough for a parent to cuddle their child in bed).

The child had a big family, and if they were in hospital, they would not all have been able to visit. By being at home the child was able to see all their family and feel the love that they had for him.

If my role means that the child can die in the most comfortable way possible, in surroundings that they're familiar with and people who they know and trust and love – then that's why I do it. For the children."

Gemma Warren, Jessie May nurse

"Arthur gets so excited when nurse Andy visits, his face lights up! He beams a huge cheesy grin and starts to do a little "wiggle-dance" – doesn't every child deserve to have the quality of life where they wiggle-dance?"

When Arthur was in intensive care he was stressed and unhappy. He had lost all trust in the doctors and nurses because of all the procedures he'd had to have. Andy came and he lit up. The relationship that they have means that he trusts Andy – and Andy brings the fun! Having a Jessie May nurse makes such a huge difference for Arthur when he must have hospital stays."

**Arthur's Mum, Melanie,
talking about Jessie May nurse Andy Sweetman**



Fundraising Guidelines



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.

Health & safety tips

You should carry out a risk assessment to ensure you have properly addressed any hazards at your fundraising event; we can provide a template to help.

Make sure you have first aid cover and you inform the local police and council if your event is in a public area. Always get copies of insurance and certificates from any suppliers.

Please make sure that you refer to latest event guidance for England, Scotland, Wales and Northern Ireland to help you in planning for your safe and successful fundraising activities.

Raffles

Books of raffle tickets are available from stationers; rules state the raffle should be drawn on the same day that you sell the tickets and each ticket should not exceed **£2** in price. If your raffle lasts longer than **24 hours** there are strict rules that apply, call us for more guidance.

Public collections & lotteries

If you are planning to hold such an event, please contact our team first as you may need a license.

You can call us on: **0117 9582174** or email: **fundraising@jessiemay.org.uk**

Collection tins & buckets

If you place our tins on till points in local retail outlets there are legal requirements that we need to adhere to. Our tins are numbered and logged to a specific location, you will need to tell us where you place each tin and never remove the number. You will need permission from the owner of the outlet to place your tin there. Always use sealed collection tins or buckets provided by Jessie May. Always have two people present when you open a tin and count/record the money.

Children

If you're aged under 18, you must have your parent or guardian's permission to fundraise. If children will be at your event, you must consider their safety and your protection. Encourage parents to attend with their children, make plans to deal with lost children, do not take photographs of children without their parent's permission, request copies of DBS checks from suppliers such as children's entertainers and do not allow children to enter any gambling based activity.

Sponsor forms

When completed, your sponsorship form will contain lots of personal information, so please keep it safe before you send it to us, and avoid leaving it on public display.



Music

If you intend to play music at an event you may need a PRS licence.

Visit: **www.prsformusic.com** for more guidance.

First aid

If you're holding an event involving many people, make sure that you have appropriate first aid support in place. You can get advice from St John Ambulance or the British Red Cross.

As a basic guide, there should always be someone on hand to help for smaller events, but for larger events involving around 500 people, there should be a minimum of two qualified first-aiders on site.

If your event is even bigger than this, please give our fundraising team a call on **0117 9582174**.

Insurance

You may need to take out insurance for a fundraising event including Public and Products Liability Cover, insurance against theft of money / damage to property or special cover for valuable equipment. Check first to see if your venue already has this.

If you're holding an event at home or on private property, check your insurance covers this too.

Alcohol & food

If you plan to sell alcohol at an event you will need to arrange an alcohol license, even if the premises is already licensed. Contact your local council for advice. If you are serving food in a public area you may need a licence and you should always get copies of food hygiene certificates from caterers.

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.

Photos

If you plan to take photos of attendees at your fundraiser, please make sure all attendees are aware.

Letters of authority

We can write you a letter which you can show to prove you are fundraising for Jessie May. If you would like one of these, please get in touch.

All information is guidance only. Individual event organisers are responsible for event compliance.

How we can help

We are here every step of the way to support you in your fundraising challenges. We have a number of resources available to you, which you can order from our website or by contacting our fundraising team.

You can choose from...



Cardboard collection boxes

These are available for you in your home or workplace to add your spare change – because pennies make pounds!



Sponsor form

This can be downloaded from our website or requested from our Fundraising Team. You can photocopy and use to collect your sponsorship.



Collecting buckets & tins

Always use sealed collection tins or buckets provided by Jessie May for any fundraising event. They are available on request.



Blank branded posters

You can fill in all your details to promote your event or use it to thank your supporters.



Roller banners

We have waterproof banners that you can display inside or outside to promote how you're making a difference for Jessie May.



Bunting flags

there's a template on our website to print your own to add decoration to your event.



T-shirts/running vests

Whether you're running as part of #TeamJessie or holding a fundraising event on our behalf, wear this T-shirt with pride and show your support for our Jessie May nurses. You can buy a Jessie May T-shirt on our website.



More resources

More resources are available through our shop on our website.



A-Z of Fundraising

What will you do?

A	Arts and crafts fair
B	Black tie ball
C	Close shave (hair)
D	Dragon boat regatta
E	Easter egg hunt
F	Football tournament
G	GIFT AID!! – more information on page 14
H	Halloween party
I	It's a knockout competition
J	Jailbreak
K	Karaoke night
L	Lottery: PRESS HERE TO FIND OUT MORE!
M	Mile of coins
N	Nominate Jessie May for 'Charity of the Year' (at work)
O	Office events
P	Pamper party
Q	Quiz night
R	Raffle
S	Swish events with all of your friends
T	Table top sales
U	UK cycle ride
V	Valentine's day cake sale
W	Wear your clothes backwards
X	Christmas ball
Y	Yummy treats coffee morning
Z	Zumbathon



How to continue your support



When people think of raising money or giving money to a charity, specific one-off fundraising events often come first to mind, and that is great! Not only does it raise money for the charity but it also helps to raise awareness too.

However, regular smaller donations are also vital to Jessie May.

By giving monthly, you are increasing Jessie May's ability to plan for our families. These types of donations gives us some consistency for our children and families. For you, it's convenient to donate small amounts regularly, instead of large amounts infrequently. This monthly giving does not have to be much - and just like saving - your money will add up.

Over a year for example, **£3** a month could pay for half an hour of Jessie May support to a family.

It doesn't sound much but that half an hour can be vital. It's not uncommon for a parent to be at breaking point when a Jessie May nurse knocks on their door, that half an hour means they can take time for themselves, have a cry and let it all out knowing that their child is being taken care of by one of the Jessie May nurses. Donors often say it gives them peace of mind to know that a small regular payment can be put to such good use by the charity and, you can gift aid your donation if you're a UK taxpayer, meaning your **£3** turns into **£3.75** per month!

If you'd like to set up a regular gift to Jessie May today, head over to our website and hit the donate button to set up a monthly donation, or give our fundraising team a call on **0117 958 2174**.

Or ... are you thinking more into the future and thinking about how you can leave your

mark on the world? Because, you can leave a lasting legacy for terminally ill children and their families by leaving a gift to Jessie May in your will.

"I couldn't cope without Jessie May. They provide expert care and they give us the security that Finley is being so well cared for. Jessie May come in for a couple of hours and this enables me to leave Finley and sleep or spend time with his siblings..."

Jessie May mum, Annaleise.

Just head to our website and click on the 'write my will today' button on the support us / gifts in will page. Or you can call our fundraising team on **0117 958 2175**.

Or, if you're not quite ready yet and need some time to think about it, we respect that. Writing your will to protect your loved ones is very special and personal. When you're ready you can request our 'write a will' guide pack (on our website or by calling the fundraising team) which will hopefully answer any questions you may have.



Corporate partnership



From the moment you decide to support Jessie May, our team will be there to support you. From planning meetings to get you off to a great start to visits throughout the year, we are there for you.

We can help with team engagement, fundraising ideas, fundraising collateral and more. A partnership with Jessie May is a partnership from start to finish so, whether you are new to supporting charities or an experienced team – let's get together and really make a difference! If you have a particular skill or expertise, pro bono work can help us stretch our budgets even further, leaving more money to fund our nurses. Sponsorship Opportunities We run a variety of events through the year, both family and fundraising events and are always looking for sponsors to help us to ensure they can continue to run.

"From our initial Teams call with Kim from Jessie May, the partnership we had for a relatively short time was made so easy! Kim told us how to access information on upcoming events and gave us loads of ideas on how we could raise money together, setting up our Just Giving page for us and making sure we had everything we needed. I would highly recommend Jessie May as a charity for any business to support, as they have the knowledge and people to make it happen. Just over £9,000 wouldn't have been possible if it wasn't for Jessie May's ease to deal with and support. Thank you!!"

Juliet – Roper Rhodes

Let's Talk...

How big a difference will you make?



4



Sponsor a Region

The ultimate package!

We know more children need the support of a Jessie May nurse, to make sure that, no matter what, they get to live the best life possible. With your dedicated account manager, we will create your partnership package with you.

There are lots of benefits to this package, including:

- Invites to bespoke events with guest speakers
- Complimentary tickets
- Social media content on all our platforms
- An annual event to meet our nursing team, families, Senior Leadership Team and Ambassadors
- Your logo on our website as a charity partner

3



Sponsor a Nurse

WOW! Imagine knowing that every visit a nurse makes in a year is because of you! This is an amazing way to make sure our nurses can continue their vital work. It's a priceless gift really!

Some of the benefits of our Sponsor a Nurse package are:

- You can tailor the package to suit you
- Sponsor a nurse logo
- Complimentary tickets to events
- Supporters' dashboard and regular nurse updates
- Your logo on our website as a Sponsor a nurse partner

2



Charity of the Year

Support Jessie May for a year (or maybe 2) – When you select Jessie May, you will be helping families going through the toughest times.

Some of the benefits of Charity of the Year include:

- Merchandise Discount
- Priority access to selected events
- Supporters Dashboard
- Logo on our website during support period

1



Caring at Work

Working with Jessie May to make a difference and get your employees involved as well. This is a small but powerful package!

For more information on any of our packages, please email Kim:

kim.jamescoggins@jessiemay.org.uk
or call 01179582174

How to pay your money in

We have lots of ways you can send your fantastic donations and fundraising money in.

Please choose the best one for you and if you need any support, contact our fundraising team.

Online giving

If you are taking part in an event, you may choose to set up a fundraising page. Our main platform for this is Just Giving. If you have raised funds for Jessie May that didn't require a fundraising page, you can pay the funds to us in a way that suits you:

On our website

You can pay money directly to us from our website:

www.jessiemay.org.uk/donate

By bank transfer

Please contact our fundraising team for the details email:

fundraising@jessiemay.org.uk

or

tel: **0117 9582174**

By cheque

Please make cheques payable to Jessie May Trust and send them to:

Jessie May
35 Old School House
The Kingswood Estate
Britannia Road
Kingswood
Bristol
BS15 8DB

Want to use contactless payments?

If you are running an event and need access to take contactless payments, please contact our fundraising team for details.

Make your money go further.....

Gift Aid

If your supporters are UK taxpayers and their donation is totally voluntary, they can add 25% at no extra cost to their donation. This really makes a big difference, so please make sure your UK tax-paying donors fill in their details on your sponsorship form. Please note that purchases of tickets or goods cannot be Gift Aided.

Matched giving

Lots of companies operate matched giving schemes that can double the amount of money you raise. Find out if your employer operates a scheme, and if they'll match what you raise. Remind them that it's tax efficient for them and that it benefits Jessie May. If they are able to match your fundraising, don't forget to let us know so we can look out for their contribution.



from our nurses & families, THANK YOU!!



A thank you from our CEO



"I want to take this opportunity to thank you for supporting Jessie May. In choosing to support Jessie May you will be directly supporting the children and families that we work with in your local community.

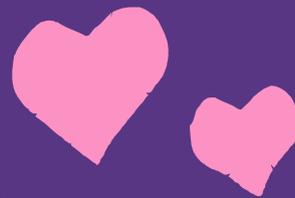
Jessie May is a very special charity, and we work with our children to support them to have the very best quality of life possible and to choose to live, and to die, in their own homes with their families. Your help and support means the world to us and to all the Jessie May children.

Thank you."

- Daniel Cheesman, CEO

Plan out your next fundraiser here

Get in touch



Let us know what you are doing, we love to see pictures and hear your fundraising stories.

To have your event added to our calendar or if you would like a printed copy of this pack sent to you, please contact our fundraising team.

0117 9582174

fundraising@jessiemay.org.uk

Follow us:



All figures featured are from 2021/22.



Jessie May
Children's Hospice at Home



Registered with
**FUNDRAISING
REGULATOR**

Registered Charity Number: 1086048
Registered Charity Address: Jessie May, 35 Old School House,
Kingswood Estate, Britannia Road, Kingswood, Bristol,
BS15 8DB

[jessiemay.org.uk](https://www.jessiemay.org.uk)