

# Secondary school guide to fundraising for Bliss



Bliss – the special care baby charity

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Registered charity no. 1002973 Charity registered in Scotland SC04006

# Bliss

for babies born too soon,  
too small, too sick

# Getting motivated

Welcome to your Bliss fundraising pack! We're delighted that you have chosen to help special care babies by raising money for Bliss – thank you. Enclosed are hints, tips and guidance to get you started and more information about how your money will help our most vulnerable babies and their families.

Please keep in touch and let us know how your fundraising is going. We are here to support you every step of the way, so just let us know if you have any questions or need any help at all.

## School enquiries

† 020 7378 5745  
e [events@bliss.org.uk](mailto:events@bliss.org.uk)



## Why are you raising money for Bliss?

One in eight babies in the UK is born premature or sick – that's 82,000 babies every year. Around 20,000 of these babies need intensive care and the figure is rising. Every six minutes, a newborn baby requires urgent specialist care. Every 24 minutes, a newborn baby requires life-saving intensive care.

Bliss is the only UK charity that helps care for premature and sick babies. We are dedicated to ensuring that more babies not only survive, but also go on to have the best possible quality of life. We support families, fund cutting-edge research and campaign for improved hospital resources.

- Bliss supports parents and families emotionally and practically through what can be a traumatic time in their lives. We help them to become effective carers of their babies and to make confident and informed decisions. Our free Family Support Helpline, website, online parent messageboard and range of information booklets help tens of thousands of families every year.
- Bliss funds and promotes new developments and innovations in care, supporting major clinical research projects and training for healthcare professionals.
- Bliss campaigns within Government, Parliament and the NHS for essential change and investment in health services and raises awareness of the issues affecting sick and premature babies.

**By raising funds for Bliss, you are helping to make a real difference for those babies born too soon, too small or too sick**

# Getting started

Bliss relies almost entirely on voluntary donations and the generosity of our fundraisers, so we really appreciate the support we receive, no matter how big or small.

Whatever you want to do, our *Fundraising Guide* will be able to offer you some fresh ideas or inspiration. And remember – our Events Team are here to help and support you – visit our website [www.bliss.org.uk](http://www.bliss.org.uk), email us at [events@bliss.org.uk](mailto:events@bliss.org.uk) or call us on **0207 378 5745**.

- **Why should the school fundraise for Bliss?**

Apart from helping Bliss to support the 82,000 babies born premature or sick in the UK every year, you'll also be raising awareness of Bliss' work for special care babies to staff members, parents and your local community.

There are all sorts of ways in which the school can fundraise for Bliss, and some of these can complement the school's educational goals as well as offering an initial insight into the concept of charities and achieving something altruistic.

Organising a fundraising event at school is a fantastic way to get local media coverage and promote the school's good work in the local community. It's also a great way to involve parents and staff in the school's activities.



- **What kind of initiative or event should the school organise?**

It's completely up to you! You could support Bliss through an existing school event, such as a school play, concert or sports day, or do something new.

Think about doing something the pupils will enjoy, or something that will help the school achieve its academic goals. You could organise anything from a cake sale to a dress down day to a 70s 'car wash' day. You could also support Bliss through your Citizenship Studies programme – take a look on the next page for more information.

- **Who is my target audience?**

This very much depends on your event and who you're looking to involve. For example, if you're doing a collection at a school play, parents and family will be your target audience. If the school organised a dress-down day or cake sale, staff and pupils will be your target audience.

# Easy ways to support Bliss

## Citizenship Studies

Supporting a charity and finding out about its work can be a great way of complementing pupils' work in Citizenship Studies, as it will develop their analytical, communication and participation skills, as well as promote the concept of 'active citizenship'.

There are a number of ways in which students can support Bliss through their work in Citizenship Studies.

- Get involved with our campaigning work and learn about the issues that affect special care babies
- Organise a fundraising activity to help support Bliss' work
- Raise awareness within the school and local community about the challenges that premature and sick babies and their families face.



If you're interested in supporting Bliss through your Citizenship Studies, please get in touch with the Events team at Bliss and ask for a fundraising and information pack.

## Kiss for Bliss week (February)

Kiss for Bliss week is Bliss' annual Valentine's-themed fundraising week, increasingly popular with primary and secondary schools.

A kiss is a unique expression of affection and love, and something that every new parent wants to give their child. But many are denied this first contact, because their baby has been born too soon, too small or too sick.

There are all sorts of ways in which a school can support Bliss during Kiss for Bliss week. Previous events include pink- and red-themed dress-down days, Valentine's cake sales, selling roses, baby photo competitions (where teachers bring in their baby photos and pupils themselves as babies and pupils guess who is who) and even a Kiss for Bliss market at school.

For more information (whatever time of year it is), simply get in touch with the Events team at Bliss and ask for a Kiss for Bliss fundraising guide.



"This year we felt that Kiss for Bliss was a theme that would be attractive to the students and we have had personal experiences of premature babies. So we decided to support you! The students worked really hard selling roses, teddies and valentines cards. They also took lots of buckets around college collecting donations and handing out lips stickers. Some of them even posed for pouting pictures. We had great support from a local supermarket. And finally there was a Foam Party with all profits going to Bliss. All in all a fun week!"

**Peter Symonds College, fundraising for Kiss for Bliss 2009**

# Getting ideas

**A** Aerobics work out, art attack, auctions

**B** Balloon race, barbeque, bingo, baby photo competition, ball

**C** Carol singing, cake sale, cooking class, collections, car wash

**D** Disco, dress-down day, DJ competition

**E** Eco day, egg and spoon race, eighties night

**F** Fashion show, fireworks night, fun run, fancy dress

**G** Guess how many sweets are in the jar, guitar hero, gig night

**H** Halloween party, healthy food sale

**I** Inter-school sports match, i-pod shuffle

**J** Jumble sale, jeans day

**K** Kiss for Bliss, karaoke

**L** Lucky dips

**M** Mobile phone recycling, mini golf competition, murder mystery

**N** Netball match, nearly new sale, non-uniform day

**O** Obstacle course race, odd-jobs day

**P** Pancake day, pyjama party, pamper party, photographic exhibition

**Q** Quiz, quiet - take a vow of silence

**R** Raffles, rounders match, rock 'n' roll night

**S** Sports day, sponsored shave (for male teachers), sponsored swim, salsa classes

**T** Talent show, treasure hunt, trainers day, triathlon

**U** Unwanted gift sale

**V** Vegetable art, Valentine's fundraising (Kiss for Bliss)

**W** Welly throwing, wear fancy dress to school, wild hair day, walk

**X** X-Factor competition, Xmas card sale, x-exercise

**Y** Yo-yo competition, yodelling, yes day, yoga

**Z** Zodiac signs

Bliss also has a busy running and challenge event programme, including the London Marathon, Great North Run, Overseas treks and cycle rides, parachuting and UK Challenges. Contact us for more information about any of these or check out our website  
[www.bliss.org.uk/events](http://www.bliss.org.uk/events)





1. Decision time. Pick an event or activity that you'd like the school to support Bliss through. Hopefully the fundraising ideas section has inspired you!

2. Get in touch with Bliss and let us know what you're planning. You can also use our 'organising an event' form to order some fundraising materials.

3. Promote your event. Think about other things that you'd like to get out of your event or activity. For example, your local media are a great way to promote your fundraising if you're looking to raise interest in your local community.

4. Have a Bliss-tastic fundraising event! Don't forget to take loads of photos – we absolutely love to use these on our website!

5. Once the fundraising has finished, count the cash and send all your fabulous funds to Bliss.

6. The easiest way to do this is to transfer the money into an account (possibly the school's) and raise a cheque made payable to 'Bliss'.

Send the cheque to:

The Events Team  
Bliss  
9 Holyrood Street  
London  
SE1 2EL

Alternatively, you can pay the funds raised directly into our account at any Lloyds TSB branch. Please call or email us for our bank details if you'd prefer to do this.

7. When we receive your donation, we will send you a 'thank you letter' and certificate to display.

### How the money you raise will help Bliss:

- £1 will provide text-messaging support for a distressed parent
- £10 will provide telephone support for a family
- £24 will keep our Family Support Helpline working for one hour
- £25 will buy a complete set of information booklets for a family
- £60 will fund a neonatal nurse on a Bliss study day
- £100 will provide training for a Parents 4 Parents volunteer
- £500 will fund a Family Support group for a year
- £2,000 will provide a year's worth of good practice updates to all UK neonatal units
- £2,500 will train a neonatal nurse in the developmental care approach.

# Getting it right



Charity fundraising is regulated by law. To make sure your fundraising is legal and safe, please follow the guidance below. If you are not sure something is legal, give the Events Team a call to check.

## Logos and printing

- Before printing materials, contact the Bliss Events Team, as there are things that need to be included, like our charity registration number.
- Bliss's logo may only be used with our prior permission and especially should not be used in conjunction with any trading activity without written permission.
- If you are publicising an event, you need to state clearly that you are raising money for Bliss and that we are a registered charity.

## Collecting money

- The legal minimum age for collecting money in public places is 16 years in most areas – please check local regulations.
- To collect on private property, such as shopping centres, supermarkets or pubs, you need the permission of the owner/landlord. Contact Bliss for official confirmation.
- If you wish to collect in the street or house-to-house, you need to apply for a special licence from your local authority. Please contact Bliss if you intend to do this, as it can clash with the work of our local groups.
- Please contact Bliss for an official collecting tin and certificate of authorisation.
- Make sure you have arrangements for banking any cash securely following our guidelines and always collect and count cash with at least one other person.

## Insurance

- When organising events, we recommend you think about whether you will need insurance. You can contact any insurer for details of obtaining cover.
- Depending on the type and size of event, it is sometimes a good idea to inform the local authority about what you are doing. If you expect more than 75 visitors and people are driving to the event, you should inform the police.
- If you need first aiders, St John Ambulance and the Red Cross can usually provide their services for free. However, you will need to book in advance.

## Food and alcohol

- If you are selling food on a one-off basis, you do not usually need to register, but you are still subject to the law, so please check first. If you plan to sell over a period of days, you'll need to register with your local authority.
- Think about the Food Hygiene Regulations and Food Safety Acts. The Environmental Health Services department of your local council can advise you.
- If you plan to sell alcohol, you need to have a liquor license and must apply to your local magistrate's court.

### Lotteries, raffle and prize draws

- You can hold a raffle, sweepstake or tombola without a licence, if it is part of an event or sold only to a fixed group of people (eg, a golf club) and their contacts. Under 16s cannot sell tickets.
- A record must be kept of all tickets purchased.
- Please contact us if you are planning any other type of ticketed draw.

### Entertainment

- If you are selling tickets for an event and plan to have some form of entertainment in a building which doesn't hold a Public Entertainments Licence, you need to get one by applying to your local authority.

### Contacting the media

- Bliss has a list of local media contacts in your area that we would be happy to put you in touch with.
- Contact us for an electronic version of our press release that you can update or download our media pack from [www.bliss.org.uk/community](http://www.bliss.org.uk/community)
- Keep your story personal and unique to you and your area.
- Use the 'Getting Motivated' section of this guide for key facts about what Bliss does.
- Try to provide photos if you can.
- Always give people a method to support you by, either your Justgiving page, Bliss' address or website or the details of your event.

Please contact Bliss for help and advice on any of the above.



# Getting your money to us

Please let us know when you have completed your fundraising so we can make sure that you are thanked for your incredible efforts for Bliss!

## Make it easy – set up a Justgiving page

Create your free personalised sponsorship page on the internet. Simply send the link to your sponsors so they can donate securely, quickly and easily with a credit or debit card. Justgiving.com will claim all Gift Aid and pass it straight to Bliss.

To set up your page, go to [www.justgiving.com/bliss/raisemoney](http://www.justgiving.com/bliss/raisemoney), click on the red 'Create Your Page' button, choose the event you are interested in and follow the instructions. It only takes a few minutes to set up your personalised page.

If you have set up a Justgiving page, please let us know when you have finished your fundraising, otherwise you will be thanked when your page expires, which can be up to 18 months after your event.

## Cash and cheques

- All cash should be collected and banked as soon as possible.
- You can bank the money to your personal account and make a cheque payable to Bliss or call us to pay over the phone.
- If necessary, please contact Bliss for details of our bank account.
- Please ensure that all cheques reach us within six months of the date they were issued to ensure we can bank them.

## How to send cheques to Bliss

- Make cheques payable to Bliss.
- Always enclose a filled-in copy of all sponsorship forms and an income recording sheet.
- Always write your name on the back of the cheque, especially if you are not the payee of the cheque.
- If a cheque is to be split please write all the names of all the participants to be credited.
- Always send cheques to the Bliss Events Team, 9 Holyrood Street, London SE1 2EL.

## Gift Aid

Use Gift Aid and you can make your donation worth more. For every pound donated to Bliss, we can claim at least 28 pence back from the Inland Revenue. To qualify for Gift Aid, the amount you or your sponsor pays in income tax or capital gains tax must at least equal the amount of tax that Bliss will reclaim. Just make sure your sponsors tick the box on the sponsorship form and provide their full address and postcode.

## Photos

We would love to see your photos! Please forward them to [events@bliss.org.uk](mailto:events@bliss.org.uk)



## A special thank you from Bliss.

Without your support and dedication, Bliss could not continue to support the one in eight babies born too soon, too small and too sick – so thank you.

If there is anything that we can help with, please do give us a call.

The Bliss Events Team  
Bliss  
9 Holyrood Street  
London  
SE1 2EL

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**ORGANISING AN EVENT FORM**

**If you wish to request fundraising materials or collection tins, please return this form to the address below, or contact Robin Legge at robinl@bliss.org.uk or on 020 7378 5745.**

PLEASE COMPLETE IN BLOCK CAPITALS

Name.....

Event.....

Date.....

**I am raising money for Bliss, the special care baby charity.**

I would like you to send me supplies of the following items:

<u>Materials</u>	<u>Quantity</u>
Sponsorship forms	.....
Bliss leaflets	..... (max 20)
Stickers	..... (max 100)
Posters	..... (max 10)
Balloons	..... (max 20)

Collection tins – please contact us if you require collection tins, as you will need to complete a form so that we can issue you with a certificate of authorisation.

- If you would like a Bliss representative to attend your event or cheque presentation, please contact us. Please note this will not always be possible due to limited staff resources.

Address: .....

..... Postcode:.....

Telephone: ..... Email: .....

Signature(s): .....

Please return this form to:  
**Bliss, 9 Holyrood Street, London, SE1 2EL**  
**or fax to 020 7403 0673**

Registered charity no. 1002973

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Tel. No: \_\_\_\_\_

E-Mail: \_\_\_\_\_



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**NAME OF EVENT:** \_\_\_\_\_

**Your help in sponsoring the above named is very much appreciated.**



**Use Gift Aid and make your donation worth more.** For every pound you give to us, we get at least an extra 28 pence from the Inland Revenue. So just tick below. It's that simple, but only if you give your full name, home address including postcode and the date that you donated. Without this information, Bliss cannot claim Gift Aid. To qualify for Gift Aid, what you pay in income tax or capital gains tax must at least equal the amount we will claim in the tax year. Your details will not be used for any other purpose.

Sponsor's Name		FULL Home Address	Post Code	Amount Pledged	Date Given	Gift Aid it? (√)
First name	Last Name					
MARY	SMITH	123 ANYTOWN AVE, LOCAL AREA, ANYTOWN	EH1 1AB	£25	25/06/08	√

**Bliss, 9 Holyrood Street, London, SE1 2EL t: 020 7378 1122**

Charity reg. no 1002973

