

THE **Big** TINY **STEPS** APPEAL

FUNDRAISING PACK

Creating precious moments every step of
the way for sick babies and their families





WELCOME!

Liverpool Women's Neonatal Unit is proud to be a recognised centre of excellence and your support will enable us to continue to provide specialist care to the 1,000 babies who are born each year, either prematurely or with a medical condition that requires specialist treatment.

Thank you for choosing to support the Big Tiny Steps Appeal. We hope you'll find lots of ideas for fundraising in this pack along with top tips and hints about how to make a difference.

Every donation we receive enables us to achieve our aim – to introduce essential family facilities to make our new Neonatal Unit a truly first class environment when it opens in Summer 2020 but we can only do this with your help.

We wish you the very best of luck along your fundraising journey and we are on hand to support you with anything you may need. Don't forget to tell us all about your plans and send us your fundraising stories. We love to hear the amazing things that people have planned to support us. Thank you again for choosing to raise funds for The Big Tiny Steps Appeal... Your support means the world to us!



WE AIM TO HELP OUR PATIENTS, THEIR FAMILIES AND THE CHARITY'S SUPPORTERS DURING EVERY STEP OF THEIR JOURNEY – BE IT BIG OR TINY!

THE BIG TINY STEPS APPEAL

Creating precious moments every step of the way for sick babies and their families

Liverpool has always led the way in maternity and neonatal care, and fundraising has always been a vital part of this. Nearly 80 years ago, a generous Liverpool businessman donated the UK's first ever incubator to the old women's hospital on Oxford Street. Today, Liverpool Women's Charity provides the modern-day hospital with those aspects of care not possible with NHS funding, and we can only do this with the generosity of our supporters. To enable Liverpool Women's new Neonatal Unit to offer the best possible care, we need your support to provide the following vital facilities for our families.

- High Quality Comforts for use at the Incubator and Cot-side
- Additional Parents' Accommodation
- Parents Sitting Room, Kitchen and Laundry areas
- Improved Breastfeeding Facilities
- End of Life Suite
- Outdoor Sensory Garden
- Bespoke artwork

THE DIFFERENCE YOUR SUPPORT WILL MAKE

Your support will enable families to stay by their babies' side during the most critical time of their lives. Creating a spacious, home-like and comfortable setting for our families with the most state of the art facilities close at hand will alleviate some of the pressures of having a baby in intensive care, enabling them to concentrate on being there for their babies.

Evidence shows that including families in the delivery of their baby's care improves medical outcomes, results in a quicker discharge home and a better family experience.



We urgently need these enhanced facilities to enable Neonatal staff to work in partnership with families to ensure babies receive not only world class clinical care but holistic family care. The new unit is scheduled to be completed in Summer 2020 and our aim is to have the additional facilities for which we are raising funds in place in time for the opening.

Although urgently needed, these enhanced facilities will not just have a short-term impact. They will benefit newborns and their families for years to come, with most items easily moveable should the Neonatal Unit be reconfigured or change location at a future date.

The changes made by this appeal will also enhance our clinical practice, allowing us to develop even better ways of caring for newborns and their families, that will inform our work well into the future, whether at this site or at a new home.

HOW YOUR MONEY WILL HELP

Your support will enable families to stay by their babies' side during the most critical time of their lives and allow us to continue to provide the highest standard of care for the unit's premature babies.

Liverpool Women's Charity pledges to raise £250,000 to introduce essential family facilities to make the new Neonatal Unit a truly first class environment when it opens in 2020 but we can only do this with your help.

- **£5 WILL BUY A BOOK FOR OUR SIBLINGS PLAY AREA**

We will provide play facilities for siblings, enabling families to stay together during this very stressful time.

- **£20 WILL BUY A KETTLE FOR ONE OF OUR PARENTS' ROOMS**

We will provide a bedrooms for 12 families to give them immediate access to their babies in intensive care at all times.

- **£150 WILL BUY A TV FOR THE UNIT'S BREASTFEEDING ROOM**

We will provide a private, comfortable area for mothers to express their breastmilk, which is considered a medicine in Neonatal Intensive Care Units.

- **£500 WILL BUY MULTI-SENSORY EQUIPMENT FOR OUR OUTDOOR GARDEN**

An outdoor space will, for the first time ever, enable parents on the Neonatal Unit to take their baby outside to feel the sun and breeze on their face and develop their senses.

- **£1,000 WILL BUY A CUDDLE COT FOR OUR NEW END OF LIFE SUITE**

Parents will be able to spend time with their baby in a non-clinical, home-like setting.

- **£1,500 WILL BUY A RECLINING CHAIR FOR NEXT TO THE INCUBATOR**

Reclining chairs will enhance the comfort of parents who spend many hours each day by their baby's side and will promote skin to skin which has been shown to increase baby's oxygen, maintain their temperature and regulate their heartbeat.

- **£2,500 WILL BUY A TWIN COT FOR THE CLINICAL AREA**

Twins are shown to develop better if nursed with their sibling as each helps to regulate the heart and breathing rates of the other.

These facilities will enhance the comfort of parents who spend many hours each day by their baby's side, allowing them to have access to comfortable home-like surroundings and basic living facilities.

With up to 50 babies in the unit at any one time, it is essential that these spaces exist to ensure parents remain in good physical and mental health, allowing them to concentrate on the care of their baby.

**IF WE EXCEED OUR
FUNDRAISING TARGET,
YOUR DONATION WILL BE
USED TO SUPPORT OTHER
WORK ON THE NEONATAL UNIT**

WHERE TO START...

HELP US MAKE OUR FAMILIES' JOURNEY A BRIGHT ONE BY GOING NEON FOR NEO...

- Hold your own **NEON CHARITY NIGHT** with friends or colleagues
- Organise a **NEON NIGHT WALK, BIKE RIDE** or **DANCE CLASS**
- Organise a **NEON FASHION SHOW** or **FANCY DRESS PARTY**
- Wear your brightest outfit and plan a **SPONSORED PRAM PUSH** with friends
- Hold your own **COLOURFUL COFFEE MORNING**
- Get sponsorship for a local **CLUBBERCISE CLASS**
- Sign up to a local **5K COLOUR RUN** and gain sponsorship
- Organise a **NEON SPORTS DAY** in your school
- Don your glow sticks, hit the lights do some **GLOW IN THE DARK YOGA**
- Get sponsored to **DYE YOUR HAIR NEON!**
- Hold a **WEAR NEON DAY** in your work/school
- Organise your own **COLOURFUL CAKE OFF!**
- Arrange a **NEON PAINT-A-THON** at your school
- Get your local Scouts or Guides group to **HOLD A BAG PACK**, wearing your brightest t-shirts
- Guess the weight of the baby at your **NEON BABY SHOWER**
- Organise your own **COLOURFUL BALLOON RAFFLE** event



- Ask for **DONATIONS IN LIEU OF PRESENTS** at your **NEON BIRTHDAY PARTY**
- Organise your own **NEON 80s NIGHT** with friends, family and colleagues
- Hold a '**NEON-OKE**' **NIGHT** singing only colour-themed songs!
- Share a photo of your **BABY WEARING NEON** on our charity Facebook page with a text donation

Need charity t-shirts, running vests or additional promotional materials? Drop us a line on email at fundraising@lwh.nhs.uk to speak to a member of the fundraising team and we will organise for these to be sent to you!



HOWEVER YOU CHOOSE TO RAISE MONEY FOR THE BIG TINY STEPS APPEAL... THANK YOU!

THE MORGAN - HUGHES FAMILY'S STORY

"Born at 25 weeks, both AJ and her twin brother needed specialist care from the very second they were born. Both were lucky enough that, before they were born, we had been transferred to Liverpool Women's Hospital; a decision taken as soon as it looked like premature delivery may be possible.

Three days after being transferred to Liverpool Women's hospital, AJ arrived into the world with skin as thin as tissue paper and a fragility that we had not seen until then; over 22 hours later, Jonah followed. Over the next weeks we watched, as the amazing staff at Liverpool Women's hospital NICU, provided our children with the highest standard of care whilst ensuring at every stage that we were involved with as much as their care as was possible, explaining what every medication was for and the risks and benefits of every procedure.

Sadly Jonah continued to be very sick, even with the amazing care being provided to him, and with the support that had been shown to our family throughout our time at the hospital, we had to say goodbye to our little boy. This same care however helped our little girl overcome every challenge put before her; not that she did not provide us with some scares along the way, or require specialist medical care we had not really known or heard about until her arrival.

Weighing less than a bag of sugar when born, AJ needed 7 blood transfusions, 3 types of breathing support and a range of medications and nutritional support, all being reviewed on almost a minutely basis by the fantastic doctors and nurses. Day by day, AJ's determined nature started to overcome the challenges she faced on a daily basis and she started to grow bigger and stronger.

Following 66 days in Liverpool Women's hospital AJ was strong enough to be transferred to our local hospital where she continued to get stronger for another month before finally coming home. AJ is

now like any other child her age, with only a few scars that hint at her unusual entry into this world, and is the best big sister to the newest addition to our family.

Our family will never be able to thank Liverpool women's hospital enough, both for the medical care they afforded our children, and the support they offered our family from the day we arrived until the day we left. In an attempt to show our gratitude and to support the hospital to continue to offer the highest standard of care; we hold annual fundraising events which AJ and her friends take part in.

In 2017 we held the Iron Toddler challenge which saw 20 children aged 7 months – 11 years, travel distances, by wheels on feet and in the water. In 2018 we organised the first ever Tough Toddler. AJ and her sister got together with 40 of their friends to complete circuits where they managed obstacles twice their height, jumped as high as possible and crawled through the obstacle course. We have raised over £6,000 to date and love being creative with our fundraising ideas each year to raise vital funds for the Neonatal unit!"



TOP TIPS FOR YOUR FUNDRAISING....

The best way to fundraise is to plan and prepare well in advance. All successful fundraisers are well organised

- Create an action plan outlining what you want to achieve and how you are going to do it
- Think about your contacts and who you can approach for support and funding. Many employers operate a “match funding” scheme and will match what you raise
- Tell everyone what you are doing and why, use social networking sites to promote your fundraising and update people on your progress
- Be brave – ask friends, family and colleagues for support
- Set a fundraising target and be ambitious!
- Need help? Contact a member of our fundraising team at fundraising@lwh.nhs.uk



ORGANISING PUBLICITY....

It is really important that you publicise your event in order to maximise the amount of funds you raise and to make sure people hear about your amazing efforts and support.

Liverpool Women's Charity can help you to publicise your event in the following ways:

- By providing you with posters and flyers to place in shops, your workplace, places you regularly attend such as the gym
- By advertising your event on the 'Liverpool Women's Charity' Facebook page
- By advertising your event in our regular Newsletter

You can help to publicise your event in the following ways:

- Ask your local newspapers, magazines or radio to feature your fundraising
- Write a press release about your fundraising and follow it up afterwards with another press release to tell people how much you raised.
- Use your own social media accounts to promote and encourage friends, family and work colleagues to share

FUNDRAISING ONLINE....

Online Fundraising is an increasingly popular way of collecting donations, for many reasons:

- The process is simple and secure
- Donations are paid directly into Liverpool Women's Charity bank account



- No paper sponsorship forms means no chasing people for their donations after the event
- Online companies automatically collect Gift Aid on donations made, this saves the charity having to put together written applications to HMRC

Liverpool Women's Charity is registered with two online giving companies:

1. Log on to www.JustGiving.com
2. In the "Find a Charity" box type in "Liverpool Women's Charity"
3. You can then set up your own fundraising page
4. Just Giving can only be used to raise money for one charity per fundraising page
5. Liverpool Women's pays 5% commission charge on all donations made via Just Giving

1. Log on to www.virginmoneygiving.com
2. Click on the "set up a fundraising page"
3. You then enter the details of your event
4. Virgin Money Giving can be used to raise money for more than one charity per fundraising page
5. Liverpool Women's gets charged a 2% transaction fee via Virgin Money Giving

FUNDRAISING OFFLINE....

- A paper sponsor form can be found in this fundraising pack
- Ask your friends and family to collect sponsors on your behalf
- Try and collect the sponsorship immediately to save you time after your event
- Ensure your supporters know that their details will not be passed on to any third parties.
- Contact fundraising@lwh.nhs.uk if you would like paper sponsor forms



SPONSOR FORMS AND GIFT AID....

- It is extremely important that sponsor forms are fully completed and returned to Liverpool Women's Charity as this allows the charity to submit a claim for Gift Aid to Her Majesty's Revenue and Customs
- Gift Aid can be claimed back from HMRC for any sponsorship made by someone who currently pays tax.
- Gift Aid does not cost the sponsor or Liverpool Women's Charity anything.
- Gift Aid claimed back is 25p for every £1.00 someone sponsors you. So when a tax payer sponsors you £10.00 you are actually raising £12.50.



- To claim Gift Aid the sponsor form must display clearly the full name and address (including house number and post code) of the person who is sponsoring you.
- Ensure that your largest sponsorship amounts are listed at the top of your sponsor form as this is an excellent way of encouraging sponsors to give generously!



Legalities....

STREET COLLECTIONS AND COLLECTIONS ON PRIVATE PROPERTY

- It is illegal in this country to hold a street collection without obtaining a Street Collection License from your Local Authority. Contact your Local Authority or type "Street Collection License" in the search facility on your Local Authority website
- To collect money on private property, such as a supermarket or pub, you must first get the permission of the owner/ manager. It may help if you are wearing a Liverpool Women's Charity T-shirt or have an official collection tin. Please contact the charity directly regarding these.

RAFFLES AND ALCOHOL

- There are three types of raffles: small, private and public. For small raffles at a one off event where the raffle is not the main focus of the event, you do not need a license. For a private raffle such as one you hold in your workplace or club, you do not need a license. A public raffle, which is a raffle open to a wide audience over a long period of time, will need to be registered with your Local Authority. For more information and to ensure you adhere to the law regarding raffles, please visit www.gamblingcommission.gov.uk
- You are not allowed to sell alcohol at an event unless the premises have a license. You will normally need a premises license in order to hold a raffle with alcohol as prizes too. We recommend that you check the Gambling Commission website before your event.

INSURANCE AND FUNDRAISING

- You will be required to have Public Liability Insurance if you are running an event in a public place for example; running a stall or stand
- Liverpool Women's Charity does not have insurance that covers events undertaken by third parties

PHOTOGRAPHY

- Always seek permission from people if you are going to take their photograph, particularly if you plan to publicise this in any way.
- If you take pictures of children, make sure you have their parent's/ guardian's permission first
- Please complete the photography consent section on the enclosed Registration form before returning it to us



**FOR MORE INFORMATION ABOUT
THE BIG TINY STEPS APPEAL
PLEASE VISIT
[WWW.LIVERPOOLWOMENS.NHS.UK/
BIGTINYSTEPSAPPEAL](http://WWW.LIVERPOOLWOMENS.NHS.UK/BIGTINYSTEPSAPPEAL)**

COMPLETED YOUR FUNDRAISING?

Please let us know when you have completed your fundraising so we can...

- Send you a thank you letter and certificate from the charity
- Tell our online followers about your support
- Invite you to meet the hospital staff so we can thank you personally

NOT GOT THE TIME TO TAKE PART IN FUNDRAISING? THERE ARE LOTS OF SIMPLE WAYS YOU CAN SUPPORT THE APPEAL...

- Make a one off donation of £10 by texting BIGTINYSTEPS to 70085
- Make a regular gift of £5 month by texting BIGTINYSTEPSREGULAR to 70085
- Visit <https://www.justgiving.com/liverpoolwomen> to make a donation
- Visit the hospital to make a donation in person or send your donation to
The Big Tiny Steps Appeal
Liverpool Women's Charity
Crown Street
Liverpool
L8 7SS

If you would like to find out more to information about the Big Tiny Steps Appeal or Liverpool Women's Charity, please contact fundraising@lwh.nhs.uk or call 0151 702 4044.

HOWEVER YOU CHOOSE TO RAISE MONEY FOR THE BIG TINY STEPS APPEAL... THANK YOU!

Your support will enable us to provide much needed facilities for our babies and families staying on the Neonatal Unit at Liverpool Women's.



FUNDRAISER REGISTRATION FORM

Important: Please complete and return this form for every event you organise or take part in for Liverpool Women's Charity. We must have a record of fundraising taking place, should we receive queries from the public or Local Authority

Name: _____

Address: _____

Post Code: _____ Email: _____

Date Of Birth: _____ Telephone Number: _____

Event/activity Being Organised: _____

Date/s: _____ Time/s: _____

Location/ Venue: _____

Why Are You Choosing To Support The Big Tiny Steps Appeal? _____

Please Tick Here If You Are Under The Age Of 16 Ask A Parent Or Guardian To Sign Below:

Parent/guardian: _____ Date: _____

Keeping in touch

How would you like to hear from us? Email Post Telephone

What would you like to hear about? Charity's vital work Fundraising Appeals Products

Please tick here if you do not wish to receive further communications

You can unsubscribe at any time by emailing fundraising@lwh.nhs.uk

Photography consent

Please tick here if you are happy for Liverpool Women's Charity to publicise your event (we will not display your contact details)

I give consent for my photographs to be used by Liverpool Women's Charity and I confirm that I have had permission from everyone featured in photographs I supply for their image to be shared and used by Liverpool Women's Charity

Please return this form to: Liverpool Women's Charity, Liverpool Women's, Crown Street, Liverpool, L8 7SS

Email - fundraising@lwh.nhs.uk Website - www.liverpoolwomens.nhs.uk/charity