



Fundraising Guide





Welcome

Fundraising is a fantastic way to provide support and raise awareness for SiMBA, we rely heavily on the generosity of and assistance from our supporters. Every penny that we receive really does make a difference.

Please let us know about any events you are planning to organise or how you may be able to help us. Whether you want to organise your own event or take part in an organised event, our team is always available to provide support and advice on how to make the most of your hard work.



Thank you

"All of the services we provide are completely free of charge to parents and hospitals so your fundraising really does make all of the difference. Without the support of our fundraisers and volunteers we couldn't carry on so thank you."

Sara Fitzsimmons
Executive Director



About SiMBA

SiMBA (Simpson's Memory Box Appeal) was founded in October 2005. We are here to support families who have lost a baby at any stage during pregnancy or close to the time of birth. We provide Memory Boxes so that parents can create precious memories of the time that they spend with their baby. We have also created Trees of Tranquillity which are stunning hand crafted, life sized sculpture and are adorned with individual leaves, engraved with a personal message, each one representing a baby that has died. We also support staff by organising the highest level of Bereavement Care Training and re-furbish and decorate family rooms within hospitals. In addition we offer drop in support groups for parents, giving them a safe place to talk to others with a similar experience.

SiMBA has been supported in its fundraising efforts by many individuals, organisations and businesses. The families who have suffered the loss of a baby have been instrumental in their support and SiMBA endeavour to be 'reactive' to their needs. SiMBA was founded by a team of dedicated individuals in October 2005 in response to the needs of those affected by the loss of a baby during pregnancy or close to the time of birth.

How the money you raise will help

SiMBA

Fundraising for SiMBA will help us to provide our services free of charge to hospitals and families.

Our aim is to have a Tree of Tranquillity in every maternity district in the UK.

And lastly from the SiMBA fund we provide training to hospital staff and midwives and recurring costs to hold our Support Groups monthly.



Lola Commons Fund for SiMBA

The Lola Commons Fund for SiMBA was established by Lisa Hague, SiMBA Ambassador, in 2013 to focus on creating bespoke Family Rooms where parents can spend time with their baby away from the main Labour Ward. These Family Rooms can cost anywhere from £5,000 and above, depending on what is needed.

The Fund also supplies equipment such as cameras, printers, Cuddle Cots, fold down beds and necessities to help hospitals enhance the bereavement services that they currently offer.



Haydon Kennan Foundation

The Haydon Kennan Foundation was created in his memory. Haydon died at 15 weeks and 2 days old. He was extremely courageous in his battle and touched the hearts of so many people, and continues to do so.

During the time with their son, Haydon's parents, Helen and Jim created hand and foot impressions. Working in partnership with SiMBA the fund, now provides clay imprint kits to accompany SiMBA's Memory Boxes, given to parents to create a lasting impression of the baby's hand and feet.



And so much more...

£2 will buy
a leaf for
the Tree of
Tranquillity

£10 will buy
a small
Memory
Box

£35 will pay
for a
medium
Memory
Box

£40 will pay
for a large
Memory Box



Fundraising ideas

Fundraising should be fun and is a great way to meet new people, develop new skills, improve the skills you already have and perhaps unearth hidden talents! If you need any help or would like to find out about annual events that you might be interested in then get in touch. Just email fundraising@simbacharity.org.uk. Here are some suggestions to get the ball rolling...

Active

- 50 mile cycle
- 5k/10k run
- Marathon
- Sponsored swim
- Hill Climb
- 5 a side football
- Golf Tournament

Involving the community

- Family fun day
- Local sports day
- Children vs parents football match
- Race Night
- Come Dine with Me

Face your fears

- Skydive
- Kayak challenge
- Abseil
- White water rafting
- Bungee jump
- Zipline



Nice 'n' easy

- Bake sale
- Garage sale
- Girls night in
- Candle party
- Craft stand
- Jewellery Party
- Sponsored Silence

Seasonal

- Easter egg hunt
- Haunted Halloween disco
- Christmas party
- Summer picnic
- Santa Run
- Fancy Dress Ball

Work

- Dress down day
- Bake sale
- The 50p challenge
- Dress Bad Day
- Swear Jar
- Coffee Morning
- Team Challenge



We also buy Charity Places for some events, please see our website for more information

Advertising your event



Social media is part of our daily lives and is the perfect way to spread the word about your event, by sharing the event with your family and friends more people will attend or make a donation. We can also advertise your event on our social media pages too.



SiMBA, Simpson's Memory Box Appeal



@eventsSiMBA



Instagram

@simba_team

Sharing photos of your baby may be something you would like to do however, please keep in mind how sensitive this subject may be to those who receive your request. If you choose to write your own letter please send it to us to approve first.

If you are raising funds specifically for the Lola Commons Fund for SiMBA try Tweeting Lisa Hague (@Lisa_Hague1) as she often retweets events to her followers.

Social media is not the only way, you can create posters to put up in your local area or why not contact your local newspaper and ask if they would support you by advertising your event? It is really important to make sure that after the event you tell people how it went!

We also have leaflets and posters about the charity for you to display, if you'd like any of these just let us know.

Think about the 5 W's to help with arranging and advertising the event...

WHAT – What is the event? Is there a theme? What do you think your guests would like to attend?

TIP: Don't make it too complicated, you have to enjoy it!

WHY – Why are you holding the event? What does the charity mean to you? What do you want to achieve? **TIP:** Telling people why you are holding your event to encourage them to come along

WHO – Who are you inviting? Who do you need to help to make the event happen? E.g. sponsors, volunteers. **TIP:** Offer the sponsors for their logo to be displayed = great advertising for them

WHEN – When is the event? When will you have the most attendees? **TIP:** Research other events in the area

WHERE – Where are you holding your event? Is it big enough? Is it accessible? **TIP:** Take into consideration the activities you will be having

If you are sending anything out to your donors / organisations / supporters with information about SiMBA, please have it approved by us before sending

The Legal Part



Collections

You need a street collection licence if you are arranging public/street collections. You must state clearly who and what you are collecting for, use official collections cans, wear an identification badge and have a letter of authority from us. You must also be over 16 years old.

Raffles

If you are selling raffle tickets to the general public you will need to register with the Local Authority. If you hold a raffle on the day of your event you don't need a licence.

Insurance

SiMBA have full public liability insurance so there is no need to arrange separate cover. We can provide a copy of this if required. Check with the venue that this is all they need, remember you are responsible for the event.

Consent

Anyone under the age of 18 who would like to fundraise should have written parental consent. If children under the age of 17 are attending your event, make sure they are accompanied by an adult. If there are children at your event and you would like to take photographs make sure you have parental permission.

Licences

Check with the Local Authority if you need a permit for your event e.g. public entertainment, alcohol etc. If you are holding the event in a public place they may already have a license but double check as the licensee must be in charge!

First Aid

Identify the risks and hazards and make sure you have a qualified first aider if required. It will depend on event.

Food

One-off events selling food don't need food safety approval but advise you to re-research safe food prep.

Tell us about your event!



Please complete this form and post back or email to Danielle Valaitis at SiMBA, Dalmatian House, Spott Road, Dunbar, East Lothian, EH42 1LE

Organiser Details

Name:

Address:

Postcode:

Contact Telephone number (we need this to deliver your items!):

Mobile Number:

Email:

Event Details

Name of Event:

Date of Event:

Location:

Time:

Description:

Do you give consent to share information about your fundraiser on our social media?

YES / NO

What can we send you?



Please write in the boxes below the items that you would like us to send you and **how many of each**:

Free of charge

Letters of support to send to businesses asking for auction/raffle prizes – maximum of 20 hard copies, otherwise we can email them to you	
SiMBA A4 Posters	
SiMBA Tri-fold Leaflets with information about the charity	
Personalised Sponsor Forms	
SiMBA Labels to add to your own collection bucket	
Speaker Notes (information about SiMBA and some facts/figures)	

Items to sell

SiMBA Bands (Large & Small)	
SiMBA Badges	
Lola Commons Badges	
SiMBA T-shirts (2XL, XL, L, M, S). Kids t-shirts are available also – *one free t-shirt per fundraiser*	



The bands and badges retail at £2 each and can be ordered in batches of 10. Can you let us know how many you have sold so we can tally up your fundraising total and if you have any left can you return them to the registered office address.

We will give a free t-shirt to every fundraiser then we ask you to contribute £10 per additional t-shirt to cover the costs. ****please note we ask for payment before sending out the additional t-shirts****

Sponsorship money



Sponsorship is a great way to get talking to people about the charity and most importantly for us, getting people to talk about the death of their baby and helping to make it a less of a taboo subject. Sharing your personal story is a good way to encourage people to donate and according to Virgin Giving (2015) using a picture on your fundraising page raises an average of 117% more donations!

Online

If you'd like to have an online Fundraising Page, we suggest you use Virgin Money Giving. It's very easy to use and a quick way to get donations. Use the following link, select "Set up a Fundraising Page" and make sure you select SiMBA as your charity unless you are raising for more than one charity.

<http://uk.virginmoneygiving.com/giving/>

Offline

Many people don't have access to the internet or would prefer the paper sponsorship form. Just email fundraising@simbacharity.org.uk and we can create a personalised form for you.



Gift Aid

Please encourage your sponsors to tick the Gift Aid Box if they are a UK taxpayer so we can claim 25% of every £1 donated. If you're a UK taxpayer, Gift Aid increases the value of your charity donations by 25% because the charity can reclaim the basic rate of tax on your gift at no extra cost to you.

You can also send your money to us by cheque or BACS payment:

By cheque - Make payable to either SiMBA or Lola Commons Fund for SiMBA (depending on who you were raising funds for) and send to Dalmatian House, Spott Road, Dunbar, East Lothian. EH42 1LE. Or if you'd like to come to the office to hand it in personally we would be delighted to meet you.

BACS – please use your name as the reference.

SiMBA - CAF Bank, Acct No 00400935, Sort Code 83-91-46

Lola Commons Fund for SiMBA - Bank of Scotland, Acct no 11329566, Sort code 80-22-60

Once monies have been paid to the charity, we will send you your well-deserved thank you letter within 4 weeks



Other ways to get involved with SiMBA



We also need volunteers to help out at the events we organise so if you feel this is something you would like to become involved in then please contact Gillian and let her know your suitability.

Volunteer

We are always looking for volunteers to come to the office to make up Memory Boxes, prepare the leaves for the Trees of Tranquillity, help prepare for events and admin tasks. If you have some free time Monday-Thursday, 10am-4pm then please contact Danielle to arrange.



Donate

100% of our funds are generated through donations and fundraising. If you'd like to become a regular donor, then please visit our website:

www.simbacharity.org.uk

Knit for us

Our volunteers knit all of the items that are in each Memory Box including teddy bears, tiny hats and blankets. These help to ensure that all of the boxes are unique for each baby. If you can knit and would like us to send you our patterns please email admin@simbacharity.org.uk



How to contact SiMBA



SiMBA
Dalmatian House
Spott Road
Dunbar
East Lothian
EH42 1LE

Danielle Valaitis, Fundraising & Volunteer Co-ordinator:
fundraising@simbacharity.org.uk

Tel: 01368 860141

Website: www.simbacharity.org.uk

