

Fundraising Pack



**This fundraising pack is crammed full
of inspirational ideas to help kick-start
your fundraising**

FEEL THE
LOVE

 **St Louis**

thank you

First and foremost, a colossal THANK YOU for being the driving force behind our mission to make a profound difference in the lives of families who need it most.

With every pound raised, every event organised, and every story shared, you are not just raising funds - you're raising awareness, love and support. Each one of you is a vital piece of the puzzle that forms the heart and soul of 4Louis. Your efforts allow us to provide comfort, support, and love to those who are navigating challenging times.

Remember, every little action matters, and every gesture of kindness makes a significant impact. So whether you're hosting a bake sale, running a marathon, or organising a virtual event, know that you're making a difference that reaches beyond measure.

If you ever need support, inspiration, or just a friendly chat, our team is here for you. Feel free to reach out and connect - we're in this journey together.

Once again, thank you from the depths of our hearts for being amazing.

About Us

4Louis are a heartfelt charity based in North East England, making a nationwide impact.

4Louis was founded by Louis' family in 2009 who found that there was very little access to support and memory making following his stillbirth at 38 weeks gestation. Parents and families who have experienced a miscarriage, stillbirth, baby or child death are still at the core of everything we do.



What we do

Our dedication stretches far and wide. We extend a helping hand to bereaved families, not only offering solace but also pushing for better healthcare support. Since day one, parents who've walked this path remain at the heart of all we do. Thanks to our amazing supporters, our services are a gift, available at no cost to various hospitals, hospices, and professionals who, with heavy hearts, help families navigate the painful journey of miscarriage, stillbirth, neonatal, or child loss.

Our mission

To stand by those touched by the profound pain of miscarriage, baby, or child loss. Founded by Louis' family in 2009, who felt the gap in support after their own heartbreaking experience of stillbirth. From that seed, 4Louis has flourished into a beacon of care.



How your funds help

At 4Louis, we understand the unique needs of families navigating the delicate journey of loss.



£15
to £50

That's why we offer a range of 8 different style Memory Boxes, each carefully crafted to suit diverse preferences and sensitivities. From timeless designs to contemporary aesthetics, our boxes are as unique as the lives they honor.

The Ibraheem's Gift pack was designed in close consultation by his family and their hospital Imam and contains the immediate necessities that parents would need to help them prepare for their baby's Muslim burial.



£10
to £50

From
£1100
to £3900



The CuddleCot and CuddleBlanket cools to an ideal temperature for preserving a baby or child. The CuddleCot or CuddleBlanket allows the family to spend time with their baby, creating precious memories when every minute counts.

The Blister Sisters Conquer the 3 Peak Challenge

In the midst of grief and loss, hope and solidarity can emerge in unexpected ways. Bethany Stow, a resilient and compassionate individual, chose to turn her family's heartbreaking experience into a positive force for others by fundraising for 4Louis.

Bethany's youngest sister and brother-in-law endured a devastating loss when their baby boy, Arthur Jacob James Whalley, was stillborn in the third trimester of their pregnancy. The sorrow and pain were felt by the entire family, leaving them searching for ways to cope with such an unimaginable loss. It was during this heart-wrenching period that they discovered the invaluable support offered by 4Louis.

The unwavering support and care provided by 4Louis inspired Bethany to give back to the charity that had been a source of strength for her family. Knowing firsthand the impact they had, Bethany decided to fundraise for 4Louis and help them continue their vital work for other grieving families.

Bethany, along with five other family members who dubbed themselves "The Blister Sisters," embarked on a monumental journey—the National 3 Peak Challenge. In just three days, they aimed to conquer the highest peaks of Scotland, England, and Wales: Ben Nevis, Scafell Pike, and Snowdon, respectively. It was not only a physical test of endurance but also an emotional journey of remembrance and hope.

From the 1st to the 3rd of July, the Blister Sisters tackled the mountains with determination and resilience. Each step they took was a tribute to baby Arthur and a symbol of hope for all those who have experienced the loss of a child. Despite the challenging terrain and gruelling climbs, their spirits remained high throughout the journey.



Our Impact

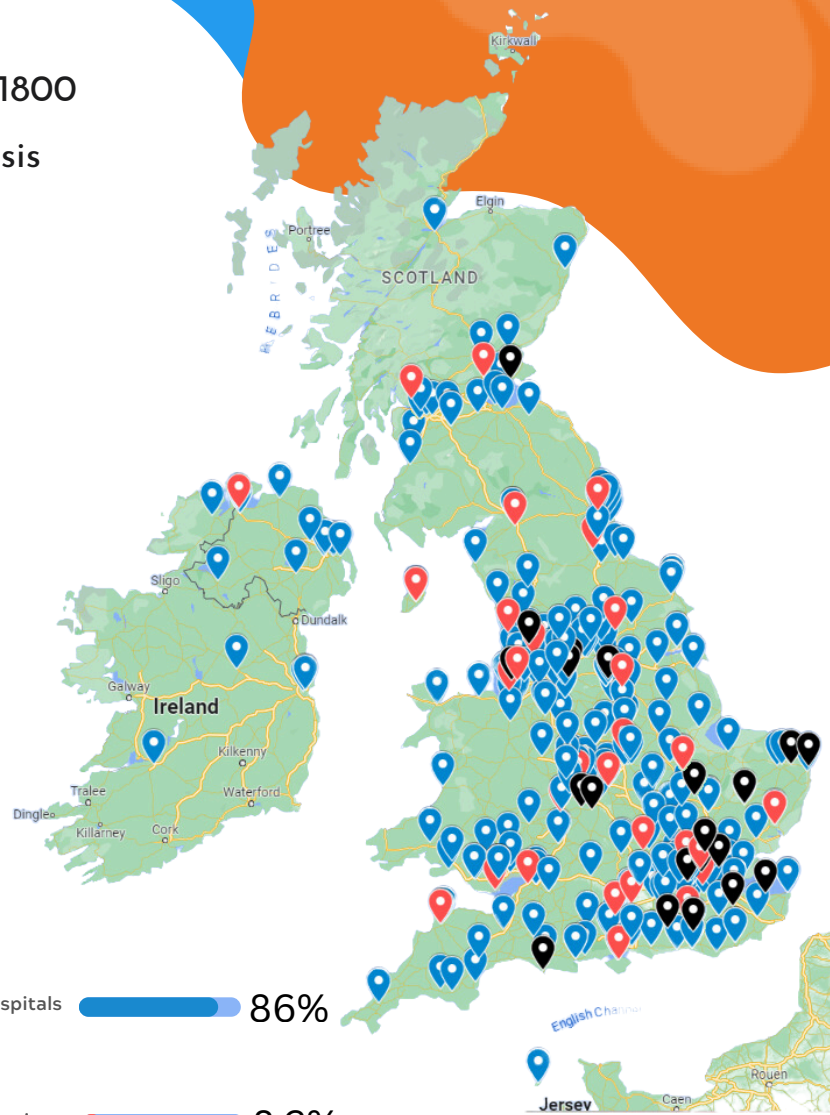
4Louis are currently distributing around 1800 - 2000 memory boxes on a monthly basis across the UK.



Hospitals 86%

Hospices 8.2%

Funeral Homes 5.6%



Our memory boxes on average support 6 people so we have helped over 1,547,046 people since we started.



San's Head Shave fundraiser for 4Kyllo



Meet the incredible San, who just did something truly inspiring!

San took a bold step by shaving her head to support 4Louis. But this selfless act goes way beyond her own personal style - it's all in the loving memory of her niece's little boy, Kyllo.

Kyllo's family went through the unimaginable pain of losing him to stillbirth, a heartbreak that no words can ever truly describe. In the midst of this grief, San decided to turn her love into action and raise funds for 4Louis.

SCAN ME



Let us know the details of
your fundraising event here !

Fundraising Ideas

Looking for some fun ideas to get you started?
Find your perfect fundraiser!



Parachute
jump



Abseil



Bad / Crazy
Hair Day



Running
challenges



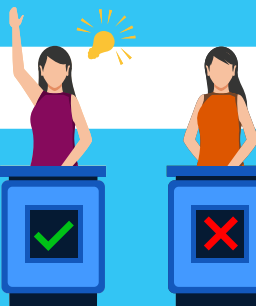
Bake Sales &
Coffee Mornings



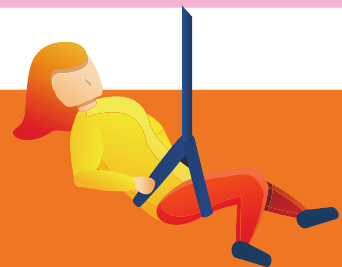
Swim-a-thon



Fancy dress days



Quiz night



Zip Wire



Hold a raffle



Sports day



Charity ball



Host a dinner party



Open mic night



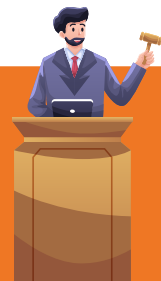
Sponsored bike ride



Festive Fun



Bingo



Auction

Go weird, wild or wonderful we are here to support your fundraising journey !

Let's get Social

Enthuse

Set up your online fundraising page via enthuse. You can add photos and write your own personal message.

Consider things like adding a profile picture, a page summary and your fundraising target to your page.



Scan to
get started!

Tell Us

We would also love to hear all about your fundraiser too. Don't forget to drop us an email at events@4louis.co.uk or you can fill in your details online using the below QR code. Plus tag us in your social media posts



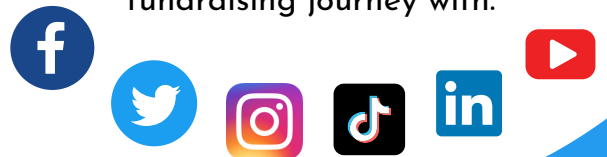
Scan here

too!

#4Louis Superstar
Fundraiser
4Louis

Social Media

In today's interconnected world, harnessing the power of social media for your fundraiser is not just a choice; it's a game-changer! If you're already on social media you already have an active network of supporters to share your fundraising journey with.



Checklist

- Share, Share & Share again - Highlight the impact of your fundraising efforts through success stories and photos
- Hashtags - Create a unique campaign hashtag for your fundraiser!
- Thank you - Thank your donors publicly and personally to show appreciation
- Fundraising Page - Remember to include your fundraising link!



Paying in your funds

Fundraising pages



If you've raised funds online through platforms like Enthuse or JustGiving. Here's the fantastic news: you've done your part, and now there's nothing more for you to do. Your hard-earned contributions are automatically and securely sent to us.

You can visit www.4louis.co.uk and using the 'Make a Donation' button, pay your funds in online, we would love for you to include your name and details too!

Online



Cheque



You can send us a cheque made payable to '4Louis' and post it to 4Louis, 36b Pallion trading estate, Sunderland, SR4 6SN

Gift Aid

Claiming Gift Aid is a way for UK charities and eligible community amateur sports clubs to increase donations' value. Donors, who are UK taxpayers, provide a Gift Aid declaration, allowing the charity to reclaim 25p from HMRC for every £1 donated. This boosts the impact of donations and helps support these organisations further.



If you need any help, drop us an email at events@4louis.co.uk

Keep it safe, Keep it Legal

If you are holding a public event in aid of 4Louis you are responsible for ensuring that it complies with the law and is safe for all concerned. 4Louis cannot and does not accept liability for your events or responsibility for accidents or theft/loss of personal belongings or equipment.

Please do take the time to read through and consider the following:

Access for people with special needs: Consider access and escape exits for wheelchair users, people with mobility problems, impaired vision or hearing. Consider having materials in large print for people with impaired vision.

First aid: Ensure you have a first aid kit and first aid station. Contact your local St. John's/St Andrew's Ambulance or British Red Cross for advice or assistance relating to your specific event. A venue should have a trained First Aider too.

Have a copy of the venue's health and safety policy and fire evacuation plan. Make sure the fire exits are clearly marked and there is equipment for putting out fire e.g. fire extinguishers. Contact your local fire brigade for more information.

Liaise with the venue manager to remove obstructions and clearly mark any areas where people may slip or fall.

Equipment hire: If you are planning on hiring equipment at your event make sure that it has the relevant accreditation and compliance with the relevant health and safety guidance. In addition, make sure anyone using the equipment has the relevant experience and comply with insurance and health and safety standards. E.g. Van - do you have the correct license? Bouncy Castle - Not over loaded.

Cash: Prior to the event make arrangements to store cash securely during the event. Ensure you have made appropriate plans to transport monies from the event for safekeeping. We would recommend for large amounts of money traveling with a companion. Please use a cash counting form and ensure that two people are present when counting the money, regardless of the amount. E.g. lock box.

Clothing: Make sure those involved in helping you run the event have the right clothing for the external conditions such as rain-wear, a sun hat or high visibility jacket.

Food hygiene: If you plan to sell food at your event, food safety laws apply. Contact your local environmental health department for relevant food hygiene information. E.g. Cake bakes - we recommend avoiding all nuts and by products.

Alcohol: If you are selling alcohol at a venue that does not normally serve alcohol you will need a licence. Contact the Licensing Department at your local council. Alternatively you could hold your event on licensed premises (we would recommend).

NO HOUSE CALLS

Insurance and legal requirements : Check with your local authority if you are considering holding a public event or organising a public street collection to find out what licences you may need.

Raffles are also subject to guidelines. . We would recommend that you sell raffle tickets at your event and draw the raffle on the day. Also, try to get prizes donated because there is a maximum that you can legally spend on prizes. Please contact the Fundraising team for more information.

Fundraising for under 18's

We love it when young people fund-raise for 4Louis but we want you to do it safely. So if you are under 18 you should always involve a responsible adult in your planning and ask your parents/guardians' permission.

A parent or guardian will also need to authorise any 4Louis fundraising registration forms.

Registered with



FUNDRAISING
REGULATOR

Fundraising "In Aid Of 4Louis"

Information for Individuals & Businesses Who Want to Support Us

We are incredibly grateful to anyone who chooses to raise funds in aid of 4Louis. Your support helps us provide memory boxes, bereavement resources, and comfort to families experiencing the loss of a baby or child. Below is a simple guide to help you use our name and logo correctly when fundraising.

What "In Aid Of 4Louis" Means

If you are fundraising in aid of 4Louis, you are an independent supporter. This means:

- You are organising your own fundraising activity
- You are not acting on behalf of 4Louis
- You are choosing to donate proceeds to support our work

This wording protects both you and the charity.

How to Describe Your Support

Please use one of the following approved phrases:

- "In aid of 4Louis"
- "£1 from every [product] sold will be donated in aid of 4Louis."
- "We are fundraising in aid of 4Louis."

To avoid confusion, please do not use wording such as "in partnership with", "endorsed by", or "officially supporting".

Using the 4Louis Logo

You may use the 4Louis logo only with written permission.

If approved:

- The logo must always appear with the words "In aid of 4Louis"
- The logo must not be altered, recoloured, or combined with your own branding
- It can be used on websites, social media, and promotional materials (not product packaging unless agreed)

We will provide the correct logo files once permission is granted.

Donation Transparency

To keep things clear for your customers:

- State the donation amount (e.g., "£1 per item sold")
- Keep simple records of sales and donations
- Send donations to 4Louis regularly (monthly or quarterly is ideal)

Need Approval or Have Questions?

If you would like to use our logo or check your wording, please get in touch:

events@4louis.co.uk

Registered with



FUNDRAISING
REGULATOR

Keep up to date on our latest events!



X @_4Louis

f 4louis.charity

ig 4louis.charity

in /4Louis

www.4Louis.co.uk



36B, Sam Eastwood House, Enterprise House Pallion
Trading Estate, Sunderland SR4 6SN



0191 514 4473



Events@4louis.co.uk

Charity Reg. No. 1172212