

Fundraising Pack

This fundraising pack is crammed full of inspirational ideas to help kick-start your fundraising. So have a read and get started today!



Charity Registration No 1172212

www.4louis.co.uk

4Louis Sam Eastwood House, 36b Pallion Trading Estate, Sunderland, SR4 6SN

Thank you for your interest in fundraising for us
and we wish you the best of luck!!



Paula & Stuart Parnaby (4Louis Patrons)Wearside 2015

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Don't forget to share your fundraising
pack with all your family and friends, they can get involved and help you
fundraise!

Who We Are

4Louis is a UK charity that works across the country to support anyone affected by miscarriage, the death of a baby or child. We also work to improve the care bereaved families receive from health care and other professionals.

4Louis was founded by Louis' family in 2009 who found that there was very little access to support and memory making following Louis been stillborn at 38weeks gestation. Since then 4Louis has grown, but parents who have experienced a miscarriage, baby or child death are still at the core of everything we do.



Thanks to the hard work of our supporters we are able to ensure our services are available to a wide range of hospital trusts, hospices and any professional who may deal with miscarriages, baby or child deaths.

Why 4Louis Exists

Miscarriage or the death of a baby or child is not a rare occurrence. Every day in the UK around 15 babies die before, during or soon after birth. 1 in 4 pregnancies sadly end before they reach 12 weeks.

So it's sad to imagine that a lack of recourses available reduce the precious memories and keepsakes captured in the short time the family spend with their baby or child. Or that having no dedicated bereavement rooms on hospital wards means mums and dads have to spend the precious time with their baby or child before they have to say goodbye in a normal hospital room surrounded by unsuitable adverts on the walls and the sounds of a busy ward with the sounds of babies and children around them.

Or that gaps in training for health professionals due to funding means families are not receiving acceptable care during such a traumatic time.



Top Tips for Fundraising.....



1. **Tell us about it.** Use the event registration form in this pack to let us know and we can help publicise your event by adding it to our events page on our web site and promoting it on our social media pages.
2. **Decide what you want to do.** Draw on your skills, perhaps expand upon a skill or hobby you already have. Do you need any licences for your event I.E. Gambling, street collection, entertainment licences or public liability insurance? **More info in back of pack.**
3. **Set a date.** Think carefully about when most people will be available and if there are any major events on at the same time. Remember—Organising an event takes time, often longer than you anticipate.
4. **Think about where you want to hold you event.** How many people would you like to attract? Will there be adequate parking? What if the weather is bad? Plan for all eventualities
5. **Set up a Just giving page.** You can add photos and write your own personal message. Also share it with friends and families on all social media networks.
6. **Ask us for Charity promotional materials,** We can supply you with, collections boxes, balloons, leaflets and A3 posters. **See form in pack**
7. **Publicise your event,** Social networking is an excellent tool for spreading the word. If you are selling tickets consider setting up a committee to help. Contact your local media, prepare a press release. Approach local businesses to display posters
8. **Calculate** any expenses well in advance and work out ways to cut cost, from getting sponsorship for your event, to persuading companies to provide gifts or services at a reduced rate. Aim to spend less than 25% of the expected income on costs. So if you think you will bring in £100 don't spend more the £25 while organising.
9. **As the event organiser** you must be careful to ensure the safety of those attending the event. Not only are you required to comply with Health and Safety legislation but you may also need to consider First Aid and Fire Safety requirements. Make sure to read our Keep is Safe, Keep it Legal fact sheet.
10. **Most of all HAVE FUN!!!**

Bringing a little comfort.....



We do more than just memory boxes for Stillbirth. We tailor all our boxes to be suitable for specific wards including gynaecology, Neonatal, PICU, children's cancer wards, children's wards, A&E and even Hospices and Funeral Directors.

Let your sponsors know how much their donation will make a difference.

- £10—will help us hand make small Moses basket.
- £25—will buy a medium sized Moses basket called a Pod. (Pictured with small Moses)
- £30— will buy a standard size Moses basket.
- £30—will help us make a memory box.
- £32—will help us make a wooden 5-16 year old memory box.
- £250—Will buy a photography pack. Including, camera, printer, ink and paper.
- £1600—Will purchase a specialist piece of equipment called a Cuddle Cot, enabling parents to spend more time with baby before having to say their final goodbye. (pictured)
- £1000— will fund a study day for 20 professionals
- £5000—Will purchase a Cuddle Blanket which is a specialist piece of equipment enabling parents to spend more time with their child before having to say their final goodbye.

4Louis Charity Registered No 1137843

Email: events@4louis.co.uk

4Louis Sam Eastwood House, 36b Pallion Trading Estate, Sunderland, SR4 6SN

How 4Louis is making a difference.....

We provide staff the tools and equipment to provide excellent care to bereaved families by prompting them to offer the opportunity to capture precious memories, take special photos and giving them the time to spend with their baby or child in a safe comfortable environment.

4Louis provide useful tools, equipment and training free of charge to hospital units, hospices and other professionals who sadly have the job of comforting grieving families who suffer a miscarriage, death of a baby or child.

How We Do It....

4Louis offer many different products and services to make health care professionals job a little easier while caring for a bereaved family. These are as follows;

Memory Boxes....

4Louis memory boxes are tailored to suit the unit they will be delivered too, we currently supply 6 different style memory boxes and many other services.

- ⇒ Early miscarriage (up to 18 weeks)
- ⇒ Stillbirth (18-42 Weeks)
- ⇒ Twin
- ⇒ Neonatal
- ⇒ Paediatric (0-5 years)
- ⇒ Child (5-16years)
- ⇒ Photography equipment,
- ⇒ Cuddle Cots,
- ⇒ Cuddle Blanket,
- ⇒ Bereavement Rooms
- ⇒ Training



Fundraising ideas....

Sponsored events

- * Static marathon challenge on exercise bike,
- * Quit Something—Smoking, chocolate, wine!
- * Hair— Shave, dye, wax?

Or How About...

Assault Course,	Swim-a-thon
Parachute jump!!	Cycle Ride
Bad Hair Day	Car Wash
Running challenges,	Zip Wire



Big Events...

Charity Ball,	Its a Knockout,
Barn dance,	Jazz night,
Cricket match,	Halloween Party,
Darts evening,	Karaoke night,
Football Tournament,	Line dancing,
Golf Tournament,	Pub quiz,
Garden party,	Race night,

Don't forget to check if your work company does 'Match Funding'!

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More Fundraising ideas.....

Small events..

Bring £1 to work,
Arts & craft stall,
Book sale,
Bring and Buy sale,
Cake Sale,
Coffee morning,
Dress down at work day,
Non-Uniform at school day
Easter Egg Raffle,
Jumble sale,

And more.....

Loose change box,
Swear box,
Nearly new sale,
Raffle,
Tombola,
Treasure hunt,
Wrapping table in a shop—Christmas,
valentines day etc
Eating challenges— doughnuts on a
string?,

Are you a student? Ask your Student Union for a donation towards your event, they have their own little pot of gold for charities students are supporting!

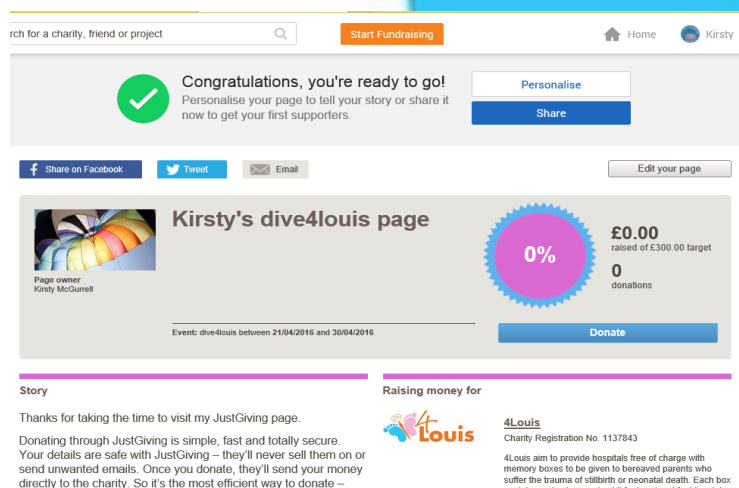


Setting up Your Online Fundraising Page....

You can create your own unique online sponsor page. It is fun and easy to do. Just follow these few instructions and you can have your own online fundraising page complete with photo. You can email it to all your friends and get them to donate quickly and easily with a credit or debit card. You can also link it to your Facebook page and get your friends to share, share, share!!

Here's how to do it.

- Try searching 4Louis on Virgin Giving or JustGiving
- Click on fundraise for us.
- Follow the simple instructions on screen to create your account.
- Type 4Louis in the search box. 4Louis will be displayed, click on this.
- Follow the instructions. You can upload your own photo or use a standard one. There will be some standard words there about 4Louis but you can add your own and personalise it.
- You can even set up a mobile phone donation option.
- By using an online fundraising page they automatically reclaim gift aid on eligible donations. JustGiving take their fee from the Gift aid they reclaim so that 100% of your donation comes direct to us.



The screenshot shows a JustGiving fundraising page for 'Kirsty's dive4louis page'. The page owner is Kirsty McCurrell. The event is 'dive4louis' between 21/04/2016 and 30/04/2016. The page shows a progress bar at 0% with a target of £300.00. There are buttons for 'Personalise', 'Share', 'Share on Facebook', 'Tweet', 'Email', 'Edit your page', and 'Donate'. A 'Story' section contains a thank you message and information about JustGiving's security. The 'Raising money for' section includes the 4Louis logo, charity registration number 1137843, and a description of the charity's mission to provide hospitals free of charge with memory boxes for bereaved parents.

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Paying in your Money

Once your fundraising activities are over please send us the total amount that you have raised using the 'Paying in' form. Please don't forget to let us know how well your day went as we would love to share your success.

Just Giving/Virgin Money

If you fundraise on online, you don't need to do anything as it all comes directly to us automatically.

Post us a cheque

You can send us a cheque made payable to '4Louis' and post it to 4Louis Sam Eastwood House, 36b Pallion Trading Estate, Sunderland, SR4 6SN.

Pay it online

You can visit www.4louis.co.uk and using the 'donate now' button, pay your funds in online, please put your name as a reference in the comments box. If you would like to do a bank transfer.

Please contact us for details at events@4louis.co.uk

Visit Us

You can call in and see us in person. Our office is usually open 10 am till 2:30pm Monday to Friday. Please contact us prior to your visit just in case we are out of the office.



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A Guide to writing a press release

MAIN TITLE OF PRESS RELEASE (HEADLINE) GOES HERE IN UPPER CASE

Subtitle

The first sentence should be a summary of the story. Follow with details of who, what, where, when and how. Write as if you are speaking to the publications readers so check out your target publication for an appropriate style.

The second paragraph expands on the details giving above. The journalist will be looking for a good story so include anything new or unique about your event and why it will appeal to their readers. Include quotes if possible, written in italics from a key person, this will help bring the story to life. Include photo/s) of your self and your activity or event if you can.

Final paragraph tells people what you want them to do– buy tickets, register, sponsor... Give details of fundraising page if relevant.

END OF PRESS RELEASE

Notes to editors

1 Provide background information in case they run a longer story

List the key facts

2 Outline what you have to offer; pictures; interviewees

3 Outline any additional relevant information or facts and figures.

Don't forget to include your contact details, home and mobile numbers and an email address.

Background information for press release..



If background information about 4Louis is requested following your press release please use the below draft.

4Louis was set up in January 2010 in the wake of the loss of Kirsty McGurrell and Michael Knight's first child, Louis who was stillborn at 38 weeks gestation on 10th December 2009.

"On the 6th December I turned 38 weeks and it was then everything went tragically wrong. It was about 9:30pm when I felt a heavy drop in my womb, and the pains started. By morning the pains had not subsided, so I went to hospital. Sitting in the Day Unit on the Maternity ward, the midwife put the heart monitor to my bump to listen to my babies heart beat, but there was silence. I was taken to a side room where I received a scan. The worst was then confirmed, my baby had died! "

As a focus for Kirsty and her families grief, They decided that they would like to help mothers of babies that are stillborn and raise funds to make such a tragic experience a little more bearable by showing parents they are not alone and helping create everlasting precious memories. 15 babies a day in the UK die before, during or shortly after birth and very little is available to help these parents rebuild their shattered lives. With the proceeds from Louis' funeral, 4Louis began with the intention of just supplying their local maternity unit in Sunderland. Now almost 8 years on they supply over 750 hospital wards and hospices across the UK. In June 2015 they started to supply British military bases within the UK, Ireland, Germany and Cyprus too!!!

All of 4Louis's services are free of charge, and funded solely by donations and fundraising events. They receive no government funding. 4Louis now provide memory boxes for parents who suffer the death of a child through, miscarriage, stillbirth, neo natal, or infant loss up to the age of 18. Many of their 5-18year old boxes are supplied to hospices and child cancer wards. Their boxes are tailored to each ward they are for. The main, original box for labour wards contains many items including:

- ◆ A clay impression kit, to capture an impression of babies hands and feet.
- ◆ Inkless wipe kit for ink prints
- ◆ Soft baby blanket
- ◆ Two teddies, one for baby and one for the family
- ◆ Guess How Much I Love You Book
- ◆ A curl box, for a lock of babies hair
- ◆ A SD Card
- ◆ An acknowledgement of life certificate
- ◆ Forget-me-not seeded paper

And more, They also supply moses baskets, photography equipment and cuddle cots also known as a cold cot, this specialised piece of equipment is designed to keep baby cool to allow parents to spend more time with baby. They are designed to fit in to a Moses basket to keep the environment homely at such a traumatic time. Over 270cuddle cots have been donated in memory of babies whose families have raised the funds to cover the cost.

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Event Registration Form



Please use this form to inform 4Louis of any events you plan on organising to help raise funds to help us maintain our supply of memory boxes to Hospitals across the U.K. If you plan on hosting more than one event for 4Louis please feel free to make extra copies of this form.

Contact Name: _____

Contact Address: _____

Postcode: _____

Tel No: _____

E-Mail: _____

Event Details

Name of Event: _____

Location: _____

Date and Time: _____

Description and/or comments:

Have you held an event for 4Louis before? Yes___ No___

Will all monies raised be donated to 4Louis?

Yes ___ No ___

If No, please give details as to what percentage will be donated to 4Louis.

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