

FUNDRAISING GUIDE



Together, through fundraising, we can support children who are seriously unwell, and their families.

making the most of every day



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“ A children's hospice is a place for children to live. It's a place where memories are made and where you feel supported. It's about making the most of the life that you have, even if it's not as long a life as the average person. ”

Katie, Mum to Leia who is supported by Noah's Ark



WELCOME TO NOAH'S ARK

Noah's Ark Children's Hospice helps children with life-shortening and life-threatening conditions, and their families, make the most of every day.

We provide exceptional care, organise fun activities and days out, and we help families do things they may have never thought possible.

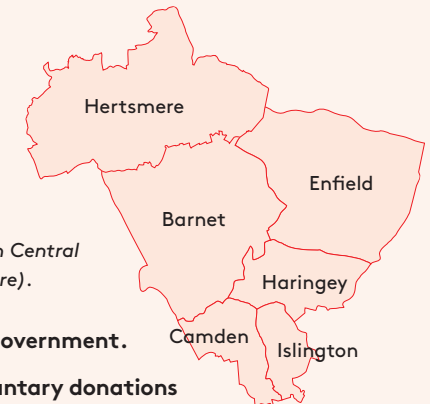
It takes a whole community to make our work happen. Without our staff, volunteers, and supporters we couldn't be there for the children and families we care for and that's why we are thrilled to have you on board.

Our community is stronger with you in it.

Inside this guide you'll find lots of stories and ideas, as well as our top tips to help you have fun and reach your fundraising goal.

Our Catchment Area:

We are the children's hospice for North Central London and Hertsmere (in Hertfordshire).



Around 20% of our income comes from the government.

- We need to raise around **£5 million** in voluntary donations to run our services and reach more children and families.
- There are about **2,500 children** who could benefit from our services in our catchment area.

Every penny you raise will help us support children who are seriously unwell and their families.

Meet Nadine and Glenbert and their children, Montell, Myala, Mellyta-May and Melisha.



Montell is twelve and has been supported by Noah's Ark Children's Hospice since he was three months old. Born with Hydrocephalus, the excess fluid in his brain left Montell with complex needs requiring specialist care.

Nadine recalls: "When Montell was born we were told that his life expectancy was three hours." Glenbert adds: "We weren't sure what was going to happen, but we know we have a son, and we just had to keep going forward."

Their journey with Noah's Ark began with a referral. "It was difficult for us to understand what that meant... but we had the most welcoming meeting with some amazing staff, and we knew it was the right decision," says Nadine. "It was like a weight taken off your shoulders, the support was amazing," adds Glenbert.

The hospice helped the family adjust. "They made us feel normal. They made us think that life could be OK," says Nadine.



"The confidence that they brought, that's what we loved," says Glenbert. Meeting other families was reassuring: "Noah's Ark makes you feel like they are part of your family... When our family grew, their support grew."

Montell especially enjoys overnight stays and the hydrotherapy pool. "He lights up when we come to The Ark... he feels free, calm and happy."

One treasured memory is the Prom. "It is one of the memories that I'll cherish for the rest of my life," says Glenbert. "You could feel the love in that room," adds Nadine. "When you're concerned or worried... you make that phone call... and they find a way," Nadine says. "They give families like ours a chance."

With kind thanks to the family for allowing us to share their story.

FUNDRAISING FOR NOAH'S ARK

Whether you're fundraising on your own or as part of a group, we can offer tips, ideas, support, and resources to make your activity a huge success. You'll raise both money and awareness, helping us to be there for more children and families now and in the future.

Tell us your amazing fundraising plans!

We'll support you every step of the way.

INDIVIDUAL FUNDRAISING

CHALLENGE YOURSELF

You could organise your own sponsored challenge to run, walk or cycle or why not take part in one of our Challenge Events (see page 13 for details). You could even set your own personal sponsored challenge.

HOST A FUNDRAISING EVENT

Hold a coffee morning, bake sale or picnic in aid of Noah's Ark, knowing that your support will allow us to be there for more children and families.





LEAVE A GIFT IN YOUR WILL

By leaving a gift in your Will to Noah's Ark, you can create a lasting legacy of kindness and compassion. Together, we can help children who are seriously unwell and their families make the most of every day.

IN MEMORY GIVING

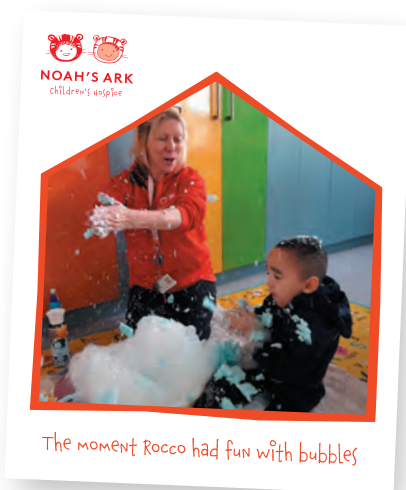
Raise money in memory of a loved one. You could set up an online tribute page on Much Loved, for example. It is simple to do and a lovely way to remember someone special and inspire donations in their memory.

TOP TIP

Use an online platform like Just Giving (www.justgiving.com/charity/nach) to set up your fundraising page. We can even help you personalise it!

BECOME A MOMENT MAKER

Making a regular monthly donation to Noah's Ark is a powerful way to create lasting impact for the children and families we support. Scan here:



The moment Rocco had fun with bubbles

SUPPORT US WITH YOUR COMMUNITY

BUSINESSES

Your team can come together and do something extraordinary. We build partnerships on a foundation of possibility, and you'll see evidence of the impact that will make your staff proud.

Funding Our Life-Changing Support

One of the most impactful ways your business can support Noah's Ark is by helping us to fundraise. Around 75% of our income comes from voluntary donations, made possible by the generosity of our community.

FUNDRAISE

You can fundraise as individuals, teams, departments or as a whole company. We will help you find fun and creative ways to raise money to fund our vital services. From bake sales to fancy dress days or even hosting a sponsored event, we have lots of ideas to get you started.

DONATE

Make a one-off or a regular donation to support us so we can be there for more babies, children, and young people.

PAYROLL GIVING

Encourage your staff to donate to Noah's Ark monthly through Payroll Giving. A tax-effective and sustainable way of donating, payroll giving enables us to plan ahead.

TAKE ON A CHALLENGE

Fundraise for Noah's Ark by taking on a challenge. Whether your team walk, cycle or run, you'll be helping us be there for even more children and families.





ATTEND ONE OF OUR SPECIAL EVENTS

Throughout the year, there are plenty of exciting opportunities for you and your team to support Noah's Ark by taking part in our special events.

Whether it's joining our annual Golf Day, attending our glamorous Glitz and Giving evening, or celebrating at the festive Winter Ball, each event offers a fun and meaningful way to help raise vital funds.

VOLUNTEER

Volunteer your team's time and skills to Noah's Ark. Skilled volunteering and pro bono support can help us solve some of our biggest challenges using the skills, knowledge, and expertise of your staff.

RAISE AWARENESS

Help more people know about the essential support we provide. Invite us to give a presentation at your team meetings or put up posters in your offices or shops.

CHARITY PARTNER OF THE YEAR

Choose us as your charity partner and build a lasting relationship with us that includes regular giving, employee fundraising and volunteering – we'll help you on every step of your journey.

CORPORATE FOUNDATIONS

Supporting our hospice through your corporate foundation can make a lasting impact, helping us continue our vital work and reach even more children and families in need.

Why Partner with Us?

BOOST EMPLOYEE ENGAGEMENT

By supporting Noah's Ark you'll be giving your staff a shared cause that they can support together. You'll boost staff morale, encourage team building and show your business's commitment to improving the lives of babies, children, and young people.

INCREASE BRAND AWARENESS AND LOYALTY

A partnership with Noah's Ark will create positive PR opportunities that will drive brand engagement and loyalty. By supporting a local charity, you'll be aligning your business with our values and belief that every child deserves a good quality of life.

MAKE A GENUINE IMPACT

We support over 400 families across North Central London. We'll keep your business updated with the difference your support is making through bespoke reports and stories from Noah's Ark.


TOP TIP


Arrange a visit to The Ark to see first-hand how we help children and families make the most of every day, made possible with your support.

Get in Touch

To discuss how your business can support Noah's Ark Children's Hospice, please contact our Corporate Partnership Team:

 corporatepartnerships@noahsarkhospice.org.uk

 020 8449 8877

 noahsarkhospice.org.uk/support-us/partnerships/corporate-fundraising



“ It was brilliant to see the team rally together and end up with nearly double the target – an incredible effort! ”

Jo Knight, Saragossa

SCHOOLS

Partner with Noah's Ark Children's Hospice and teach your students the power of kindness.

Noah's Ark makes a difference to your school's local community. We may even support children who attend your school, or their siblings. Every child deserves the opportunity to play, to learn, to make friends and to be themselves.

By supporting Noah's Ark, your school will make a significant impact on a local charity. And, you'll help raise awareness of our life-changing support, helping to create a more caring community where everyone is accepted for who they are.

How you can support us

FUNDRAISE

Organise fun and engaging fundraising activities like bake sales, a 'Wear Red' day or sponsored events.



RAISE AWARENESS

You can help change our community by helping young people learn more about the life-changing support Noah's Ark provides. Build a more caring and understanding community by inviting a Noah's Ark Ambassador to deliver an engaging assembly for your students.

YOUTH CHALLENGE

Take on our Youth Challenge to complete fun activities and learn about the life-changing support Noah's Ark provides. And each young person that completes the challenge will get their very own Noah's Ark badge!



TOP TIP

Choose us as your charity partner for the year – we'll help you on every step of your fundraising journey with us.

“ We chose Noah's Ark as our Charity Partner this year and we've been proudly fundraising, encouraging our staff and customers to get involved. From hosting a Wear Red Day to a cake sale, and hamper raffle to an Easter egg collection we've had lots of fun supporting an incredible cause. ”

**Tammy Allum, Weddings & Events
Co-Ordinator at DoubleTree by Hilton,
London Elstree**

LESSON PLANS

We offer two free Lesson Plans that align with the national curriculum, the Power of Kindness, and Caring Careers. Get access to free resources to engage and empower your students, suitable for Early Years up until KS4. You can use these resources in the classroom, alongside your fundraising activities.

Get in Touch

Please contact our Community Engagement team:

community@noahsarkhospice.org.uk

020 8449 8877

noahsarkhospice.org.uk/support-us/fundraising



CLUBS, GROUPS AND ORGANISATIONS

Our support is life-changing, but we can't do that without the support from our community. You can help us to be there for more children and families – now and in the future.

FUNDRAISE

Organise fun and engaging fundraising activities like bake sales, events, or sponsored challenges. Every penny raised will help Noah's Ark provide vital care and support to children and families.

RAISE AWARENESS

You can help change our community by helping young people learn more about the life-changing support Noah's Ark provides. Build a more caring and understanding community by inviting a Noah's Ark Ambassador to deliver an engaging talk for your group.

YOUTH CHALLENGE

Youth groups can take on our challenge to complete fun activities and learn about the life-changing support Noah's Ark provides. And each person will get their very own Noah's Ark badge!



VOLUNTEER

We also offer the opportunity for group volunteering opportunities at The Ark.

DONATE

Make a donation, host a collection or choose Noah's Ark as your charity partner for the year.

TOP TIP

You can download lots of free fundraising resources on our website at www.noahsarkhospice.org.uk/resources-hub

Get in Touch

Please contact our Community Engagement team:

community@noahsarkhospice.org.uk

020 8449 8877

noahsarkhospice.org.uk/support-us/fundraising

TAKE ON A CHALLENGE EVENT

The memory of doing a Challenge Event for Noah's Ark will stay with you for years to come. Whether you run, cycle, swim or jump out of a plane – we'll support you every step of the way.

Whether you're a seasoned pro or taking up an exercise for the first time we can help you. Events are designed to keep you motivated, connected and inspired. Our Challenge Event Team can talk you through the sign-up process or offer advice for your own challenge. **We will even supply you with a free Noah's Ark t-shirt, running top or vest.**



“ The team's support never wavered. They assisted by providing fundraising ideas, organising training sessions and even a pasta party just before the big day so I could load up on carbs. ”

Elias, who ran the London Marathon for Noah's Ark



Get in Touch

Please contact our Challenge Events team:

challenge@noahsarkhospice.org.uk

020 8449 8877

noahsarkhospice.org.uk/support-us/fundraising/challenge-events

A FUNDRAISING SUPERSTAR!

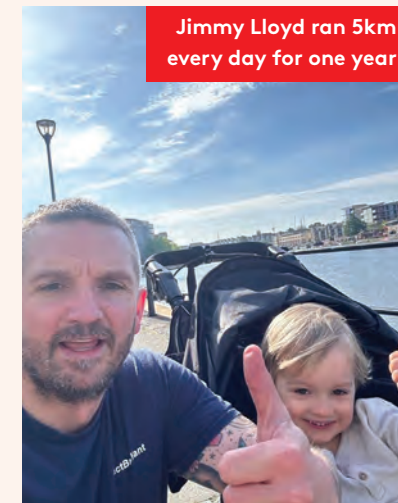
Jimmy Lloyd is no ordinary businessman, in 2024 Jimmy pledged to run 5k-a-day every day for a whole year to raise funds for Noah's Ark.

Jimmy was originally inspired to fundraise for Noah's Ark after reading Rob Delaney's book, 'A Heart That Works', which details the support Rob's son Henry received from Noah's Ark at the end of his life after a devastating brain tumour diagnosis. A diagnosis that resonated with Jimmy following the death of his fiancée's sister and a need to do something positive.

As a runner Jimmy decided he wanted to do something he felt was reflective of the situation facing most of the children and families that we support. To get up, every day, and face the same thing, again and again and so the 5k-a-day challenge was born on the 1st January 2024. A year long journey that saw Jimmy running around Bristol, Chicago, New York and The Cotswolds raising over £7,800 for Noah's Ark.

Jimmy's fundraising support for Noah's Ark hasn't stopped at the end of his impressive 5k challenge, in 2025 Jimmy's company, Saragossa has continued to support Noah's Ark, organising a team fundraising walking event and a quiz night.

A big thank you to Jimmy, the Saragossa team and everyone who has donated.



FREE FUNDRAISING RESOURCES

You can download free resources from our website to support your fundraising. From flyers to posters, bunting to sponsorship forms you'll find all you need to get you started.

Visit: www.noahsarkhospice.org.uk/resources-hub

You can also request free resources, such as collection boxes, stickers and badges by emailing our Fundraising Team at fundraising@noahsarkhospice.org.uk



FUNDRAISING TOP TIPS

Fundraising success depends on many things, but with our top tips to hand we're sure you'll hit your fundraising target in no time.

MAKE DONATING EASY ONLINE



Platforms like Just Giving make it easy to set up a fundraising page and take donations online. You can share photos and updates on your page too. Setting a fundraising target can also show your supporters how your fundraising is going.

To create a fundraising page using Just Giving please visit: www.justgiving.com/charity/nach and follow the easy to follow instructions.

You can also email our Fundraising Team on fundraising@noahsarkhospice.org.uk We're always happy to help.

ONLINE RAFFLE

Depending on your main event, you could reach your goal sooner by adding extras like a raffle or sweepstake. RallyUp is a great online platform for hosting a fundraising raffle. Make sure you check if you need a gambling licence.



MAKE YOUR CAMPAIGN SOCIAL

Photos and videos are a brilliant way to bring your fundraising to life – posting them on social media platforms will keep your friends, family and colleagues engaged.

Don't forget to follow us on Facebook, Instagram, LinkedIn, and X and make sure you tag us!



TOP TIP

Be sure to take photos throughout your entire fundraising journey – from start to finish – to help tell a complete and compelling story.

CAUGHT ON CAMERA

We'd love to share your photos of your fundraising events or activities for Noah's Ark. We often include these photos on our website, on our social media stories, in our newsletters and even in the media. Make sure that you have consent from everyone included in the photo and we'll happily share the photos where we can.

Email: fundraising@noahsarkhospice.org.uk

HOW TO PAY IN YOUR FUNDRAISING

The sooner your donation reaches us, the sooner we can put it to good use. You can send the funds that you've raised to us in any of the following ways:

ONLINE

Visit www.noahsarkhospice.org.uk/donate to make a card payment.

JUST GIVING

If you fundraise through our Just Giving page, www.justgiving.com/charity/nach, you don't need to do anything. Your donations come directly to us.



BY PHONE

One of our team can take payment over the phone. Call our Fundraising Team on **020 8449 8877**.

BY POST

Please make your cheque payable to Noah's Ark Children's Hospice and send it to us at:

Noah's Ark Children's Hospice
The Ark
Byng Road
Barnet
EN5 4NP

Please include your full name and fundraising details, so we can acknowledge safe receipt and thank you personally for your donation.

BANK TRANSFER

We can also accept donations by bank transfer:

Account name: **Noah's Ark The Children's Hospice**
Account number: **41368109**
Sort code: **40-37-19**
Reference: **Your full name/organisation name**

Please let us know if you wish to donate via your bank, so we can acknowledge safe receipt and thank you personally for your donation.

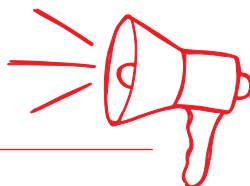
AMPLIFY YOUR FUNDRAISING



Maximise your fundraising efforts by following these three simple tips:

TELL EVERYONE

Tell all your family, friends and colleagues about your fundraising and ask them to support you and share your news.



BE SOCIAL

Share your fundraiser on social media and keep your followers engaged with updates on your progress and journey. Make sure you tag Noah's Ark Children's Hospice in your posts!

DOWNLOAD OUR FREE RESOURCES

Our website offers a range of free fundraising resources to help you launch your fundraiser and promote your activity successfully. Visit: www.noahsarkhospice.org.uk/resources-hub and select 'Fundraising and Events'.

EVERY PENNY MAKES A DIFFERENCE

Running a children's hospice and providing palliative care is expensive. Every penny you raise will help us to support more children and families that need our services. This is how the money you raise could have impact at Noah's Ark:

- **£10** – transport for a family to visit The Ark for a vital appointment or respite
- **£25** – a pack of sensory sound instruments for a family to use at home together
- **£50** – a decorative cast of a child or young person's hand or foot, carefully crafted and mounted to create a deeply personal keepsake
- **£100** – a unique piece of fingerprint jewellery, handcrafted to create a personalised keepsake for families
- **£250** – a themed creative workshop for children, delivered by our Family Activities Team
- **£1,000** – 24 hours of respite nursing support for a child at The Ark or in the community
- **£2,500** – one week of specialist play
- **£5,000** – one month of home support volunteering
- **£10,000** – 10 days of our Family Link Team support
- **£19,000** – one day of our charity's services

Thank you for helping us to raise money so that we can be there to help children with life-shortening and life-threatening conditions and their families make the most of every day.



HONOURING ETHAN

Adam and Narelle, a truly inspiring couple, organised a special cycle ride to Paris to honour the memory of their son Ethan, who Noah's Ark cared for at the end of his life when he was only seven weeks old. The five-day event covered approximately 460km through the French countryside to Paris.

Supported by Ethan's family and friends, and the Noah's Ark community, Adam and Narelle have raised over £65,000 for Noah's Ark. Every kilometre they rode and every penny they raised will help us be there for families like Ethan's. A special thank you goes to everyone who remembered Ethan through this amazing cycle event.



“ It's like heaven for me when I come here, I feel comfortable and happy, it's like a second home. ”

Zainab, Mum to Talin who is supported by Noah's Ark

KEEP IT SAFE AND LEGAL

Fundraising is fun when it's done properly and there are a number of things you need to consider before you make a start:

PERMISSION

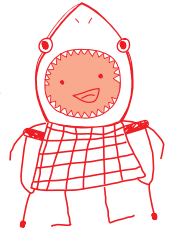
To fundraise in a public space you must get permission from either your local authority or the property owner.

INSURANCE

If your event involves the public, you'll need to have Public Liability Insurance in place. Your venue and suppliers may have some already, but you will need to check if you're covered by it.

If you're fundraising at home, you should also check that your home insurance covers your activities.

You may also need an alcohol licence if you are selling alcohol at a public event.



PHOTOS

If you take photos of people at your event, please make sure you have their consent. Any photos that you share with us must have the relevant permission from the people in the photo – it is your responsibility to obtain this consent.





18 AND UNDER

If you're under 18, or your fundraising activities involve children, you must seek permission from a parent or guardian to take part.

FIRST AID

To keep people safe at your fundraising event, please ensure you have appropriate first aid support in place. St John Ambulance (sja.org.uk) and The British Red Cross (redcross.org.uk) are useful sources for advice.



CASH COLLECTIONS

Please contact our Fundraising Team if your fundraising includes cash collections as you may need a licence. You can email the team at fundraising@noahsarkhospice.org.uk or call us on **020 8449 8877**.

FUNDRAISING IN AID OF NOAH'S ARK CHILDREN'S HOSPICE

Please make sure you only use lawful means to fundraise – you must not do anything which harms or is likely to harm Noah's Ark Children's Hospice's reputation. We reserve the right to remove or request to remove any content we deem harmful or inappropriate.

Make it clear to potential sponsors/supporters that their fundraising donation is in aid of Noah's Ark Children's Hospice.



CHARITY AND FUNDRAISING REGISTRATION

We are a charity and Noah's Ark Children's Hospice is Registered Charity No. 1081156. We are also registered with the Fundraising Regulator and comply with their code of conduct.

USING NOAH'S ARK BRANDING

When fundraising, please respect and proudly use our Noah's Ark Children's Hospice brand to help raise awareness and show your support for our cause. We have strict brand guidelines when using our logo or character illustrations – please contact our Fundraising Team for advice **before** using our design assets. We reserve the right to remove or ask you to remove examples where our design assets are being misused.

You can email the team at fundraising@noahsarkhospice.org.uk or call us on **020 8449 8877** for more information.

JOIN US ONLINE

You can find lots more fundraising information on our website. Visit www.noahsarkhospice.org.uk/support-us



STAY IN TOUCH

We're here to support you every step of the way so if you have any questions or need some help, please get in touch. We'd love to hear what you have planned. You can contact us at:

fundraising@noahsarkhospice.org.uk or **020 8449 8877**.

**Enjoy fundraising, your way, for Noah's Ark.
Our community is stronger with you in it.**





NOAH'S ARK

Children's Hospice

KEEP IN TOUCH WITH OUR LATEST NEWS



**NOAH'S ARK
CHILDREN'S HOSPICE**

The Ark
Byng Road, Barnet EN5 4NP

020 8449 8877

info@noahsarkhospice.org.uk

Registered Charity No. 1081156

noahsarkhospice.org.uk