

Your Bobath Centre Fundraising Pack

Welcome to Team Bobath!

Enclosed you will find:

- ❖ Information about the Bobath Centre for Children with Cerebral Palsy
- ❖ “Meet Hannah,” the story of one of the children we’ve helped
- ❖ Fundraising ideas and suggestions
- ❖ A sheet of tips about how to publicise your fundraising
- ❖ What your fundraising could mean for Bobath Children
- ❖ Some useful information about the basic legal “dos and don’ts” of fundraising
- ❖ A sponsorship form (feel free to make extra copies should you need them)
- ❖ Information posters about the Bobath Centre to display wherever you like
- ❖ A blank poster for you to use to promote your fundraising activities

Facebook and Twitter

Make sure you become a fan of the Bobath Centre for Children with Cerebral Palsy on Facebook and follow @bobath_centre on Twitter! Probably the easiest way to show your support for the Bobath Centre – and don’t forget to pass on the link to all your friends.

Remember, you can contact us at fundraising@bobath.org.uk or call 020 8442 2275 if you need any help or have any questions.

Good luck with your fundraising!



About the Bobath Centre for Children with Cerebral Palsy

The Bobath Centre's aim is to improve a child's independence, health and wellbeing so that they are more able to participate in everyday life. We do this by providing specialist physio, occupational and speech & language therapy for children living with cerebral palsy which is individually tailored to their needs.

Our team of expert therapists work with children and their families to assess their needs and put together a programme of therapy which is specifically tailored to them and what they want to achieve. Children's community therapists and health teams are also involved in therapy and families are given a home therapy plan following treatment, so that a child's continuing care can be more holistic and their progress can continue after they leave the Bobath Centre.

Because our therapists work almost exclusively with people with cerebral palsy, they have built up a wealth of unique knowledge and skills which you'd be hard pressed to find anywhere else.

We provide over 6,000 treatment sessions per year, enabling hundreds of children to develop their abilities and independence.



As well as this we offer specialist training for qualified therapists and health professionals working with disabled children, to help them improve their skills and knowledge so that they can better treat the children in their communities.

We try to keep the treatment costs for children and their families as low as possible. The only way we can continue to do this is by meeting the costs ourselves through fundraising.

It is only through the support of generous people like you that we can continue to treat the hundreds of children who need our help each year.

Meet Hannah

Hannah continues to visit the Bobath Centre, but on her fourth visit she told us more about herself, her life and why she loves coming to the Bobath Centre.

“Hi! My name is Hannah. I’m eight years old and live on the Isle of Wight. I have light brown hair and a big smile which everyone says is just like my mum’s – see? Me and my mum have lots of things in common, but people mostly notice that we both have problems with our walking. Mum has always used walking sticks to help her get around and I use a walking frame with wheels.



I’ve had problems with my legs since I was born, but my mum says she didn’t realise until I was a year old. She noticed that I couldn’t sit up properly and would always lean on something. So we went to a doctor who said I had something called spastic diplegia. That means the muscles in my legs and feet don’t work properly and they won’t do what I want them to. It makes it hard for me to stand up and walking makes me really tired.

I’ve been coming to the Bobath Centre every year since I was four, just after I started school because I wanted to do the things other kids in my class do. I really enjoyed my first visit and even wanted to come at weekends!



Marie is my therapist and she’s really nice. She has been helping me with going from sitting to standing without having to hold on to something. I often feel safer just sitting down or crawling, because my legs don’t straighten. At the end of my therapy I could stand against a wall with my legs almost straight for a whole minute, and I can climb onto a therapy plinth – I’ve never been able to do that before!



Having therapy here is always fun too. I've been bringing my favourite toys with me: this is Billy the goat, and this is Rose the dog; she was a birthday present. I play lots of games in therapy; my favourite is where I have to reach up and grab something above me. Sometimes it's just a toy or a ball, but sometimes it's money. I earned one pound and ten pence today, so I really enjoyed that!

Marie thinks that my problems are down to me not being confident, but when I am at the Bobath Centre I have my mum, my grandma, Marie and sometimes my home therapist to help me and that makes it easier. I'm a lot more confident now.

When I go home I do my Bobath exercises and mum makes me work hard. She knows how hard it can be to have walking difficulties and she wants me to be as strong as possible. I also have to do physiotherapy exercises every day at school and go to extra physio sessions every two weeks.

I think I'm really lucky that I don't have problems with my hands and arms too, because my favourite subject at school is Art - at the moment we're drawing dragons, which I'm quite good at, but I'm rubbish at painting! I like writing too - when I grow up I'm going to write stories like Roald Dahl's, about my life and my friends."

Hannah



Hannah's courage and determination together with the support she gets from her family means that her disability doesn't get the better of her, but she would struggle without the specialist therapy only the Bobath Centre can offer.

You can read more stories about the children we've helped and watch a case study video on our website www.bobathcentre.org.uk . Feel free to share them with friends and family!

Fundraising ideas

There are hundreds of ways you can raise money and sponsorship for the Bobath Centre. We've put together a few tried and tested ideas for you here, but this is by no means an exhaustive list so feel free to be creative!

Online fundraising

Online giving pages are the simplest way to raise sponsorship for Bobath Children. We suggest using BT mydonate because unlike other online giving sites, there are no admin charges or fees, so more of the money you raise comes straight to us. Our second choice would be Virgin Money Giving.



Follow [our BT mydonate link](#), and then click on the pink button "Create a fundraising page". You can then create your personal fundraiser page for the event so that friends, family and colleagues can sponsor you quickly and easily, and we can keep track of how much you've raised online.

It's important to publicise your fundraising as much and as early as possible, so make sure you tell friends by posting the link to your online fundraising page on Facebook and Twitter, and emailing your contacts.

Place your bets

Using Guess2Give you can organise an online sweepstake so that friends, family and colleagues can place bets on your sponsored challenge completion time. Your sponsors pay £5 or £10 to guess your finish time, from which up to 80% goes to the charity and up to £2 goes to the Prize Fund. This fund is up for grabs by the eventual winner, or they can choose to donate it to your fundraising.

Go to www.guess2give.com and search for the Bobath Centre to get started, then follow the simple instructions to create your Guess2Give page.

Give As You Live

Give as you Live is a fantastic scheme through which online stores will donate a percentage of whatever you spend online - **all at no cost to you**. Thousands of major retailers and brands from John Lewis, eBay, Amazon to TopShop have signed up! You simply [register with the scheme here](#) and download the app to your computer, which will prompt you to sign in whenever you shop online. From there, a percentage of whatever you spend will automatically be donated straight to us. So why not start your fundraising at the same time as you invest in all your new running gear for training?!

Collection boxes

We can provide Bobath-branded collection boxes for you to collect loose change at home or work, or to use at an event you are organising.

To request a collection box, please fill out our ["request a collection box"](#) form or call 020 8442 2275. You may be required to pay a small deposit to cover our costs).



Hold an event

What	How?
Pub quiz	Ask your local pub if you can organise a quiz night, or take over one they already host for a week. Invite friends, colleagues and get prizes donated by local shops. All the entry fees paid by teams go towards your fundraising.
Charity barbecue	Host an Aussie-style all-day barbecue and ask people to make a donation to charity in return for some char-grilled treats.
Bring & Buy	Host your own bring & buy sale at home, work or school and ask everyone to bring in those unwanted Christmas and birthday presents to sell in aid of your charity.
Charity ball	For those feeling really ambitious! If you'd like to hold a charity ball in aid of the Bobath Centre, contact us for further advice on venues, catering and entertainment.
Bingo night	Hold a bingo night in your community and get local businesses to donate prizes or even sponsor the event. All bingo ticket proceeds go towards your fundraising.

Fundraise at work

What	How?
Auction of skills	You and your co-workers auction off skills to the highest bidder. You could make someone's coffee for a week, offer a personal shopper service...anything goes!
Dress down/dress up day	Pick a theme and each member of staff pays £1 to dress up for work, or simply to ditch the suit and tie for a day.
Who's the baby?	Get everyone to bring in a photo of themselves as babies and charge people £2 to guess the identities.
Sweepstakes	Pick the ticket for the winner of a big event (Grand National, FA Cup etc) out of a hat.
Talk don't type	No emailing between colleagues. Everyone pays to take part, and if someone breaks the rules they pay a fine
Walk don't ride	No taking the lifts – you must walk upstairs all day. A fine is paid by anyone breaking the rule!
Talk like a pirate	Celebrate International Talk Like a Pirate Day (19 th September) by, you guessed it, talking like a pirate for the day. Charge to take part and issue a bigger penalty for those that don't.
Donate a round	Everyone donates what they would have spent on one drink to charity
Pack your lunch	Get everyone to bring their lunch to work for a week instead of buying it, and donate what they have saved to charity.

Contact us at fundraising@bobath.org.uk for more ideas.

Publicising your Fundraising

By raising money for the Bobath Centre you're doing something amazing, so make sure that people hear about it! The more people that know exactly what you're doing, the more chance you'll have of raising more money.

We've put together some handy hints that may help you get your event noticed, and a short sample press release that you might like to use.

Advertise

Posters are a great way to publicise an event. Use the blank one included in this pack to create a personalised poster for your event (we can also send a PDF version to you by email – just ask), and put it up anywhere you can. Ask local shops and businesses to display them, and put one up in your home or car window; there may also be a notice-board at work you could use.

Online

The internet is a quick and easy tool to use for fundraising. A few ideas you might like to try:

- ❖ Email: email all your friends, family and work contacts about the event you are taking part in/organising, and get them to pass it on to their contacts. You can also add something about your fundraising to your email signature.
- ❖ If you're taking part in a sponsored event, set up a fundraising page on mydonate and send it to all your contacts. There is more information about how to set up your mydonate page above.
- ❖ Use Facebook and Twitter to tell people what you're doing. You can link your profile to your online giving page and even keep supporters updated by writing a mini blog.
- ❖ Check out local/community websites for your area. You may be able to post an ad for free.

The Press

Regional/local newspapers and local radio stations love to hear about activities happening in their community. You can call their news desk or send them a press release. We have written a sample press release for you below, but if you decide to personalise it, here are some tips:

- ❖ Make sure it has a catchy heading
- ❖ Keep it brief and to the point. Make sure the first paragraph contains the most important message of the piece (i.e. the details of your event)
- ❖ Make sure your story has an 'angle'. Is there something unusual about the way you are fundraising? Are you fundraising because you have a personal connection with the Bobath Centre?
- ❖ Always include your contact details, and if you send any photos make sure they are copies (you cannot be guaranteed to get these back).

Sample Press release (add your own details):

Local Man/Woman does it for charity

Local man/woman, *your name*, is taking part in/organising *event name* to raise money for national charity the Bobath Centre for Children with Cerebral Palsy.

Name of event will take place on *event date & time*. *Insert more details about the event – what it involves, where it will take place etc. You can also include details about why you are fundraising for the Centre here.*

The Bobath Centre for Children with Cerebral Palsy is a small national charity which provides specialist therapy for children with cerebral palsy. The Centre treats on average 300 children each year, and through its unique combination of physical, occupational and speech and language therapy, aims to give children an improved quality of life that will help them to be healthy and active, and participate in everyday life the best of their ability.

The Bobath Centre's Fundraising Manager Kevin Gillespie said: 'We are delighted that *name* is taking part in/organising *event name* for us. The Centre relies on voluntary income to fund our work, and this type of event is the perfect way to raise money and awareness for our cause.'

ENDS

Registered charity 229663

What your fundraising could mean for Bobath Children

£5 will buy a pair of “First Scissors” with adapted plastic grips, for children learning fine motor skills like cutting and drawing during therapy.

£10 will buy a pair of specially adapted shoe-laces to be used in therapy to help children practice their lace-tying skills.



£20 will buy a specialist “splint”, an adjustable device, like a plaster-cast, which is used to support children’s arms or legs during therapy, so that they can concentrate on achieving new goals.



£50 will buy an accessible switch which lights up or makes sounds, which the child can record, when pressed. This helps children with communication problems to express what they need and how they are feeling.

£100 will buy two adjustable kitchen stools with arm and back rests. These are used in our Family Kitchen by our occupational therapists, so that older children can practice preparing snacks and be more independent in future.

£300 will buy a wireless joystick which enables children with hand-eye co-ordinations issues to play games more easily with their friends and family.



£1,000 will buy a new Bobath therapy plinth top.

These are specially-made, adjustable bench-style beds which support children of all ages during therapy. They are essential pieces of equipment used in every therapy session, but wear-and-tear means they need to be replaced every few years.

Fundraising for the Bobath Centre: the legalities

There are some legal issues that affect fundraising that you should be aware of. If in doubt, please contact the Fundraising department and we will do our best to help.

Collections

You are required by law to have a license or permit from your local authority to carry out street or door to door collections, and anyone under the age of 16 must be accompanied by an adult when collecting money. Your town/city council licensing department will be able to give you more information about applying for a permit in your area.

Raffles/Lotteries

The regulations for raffles can be a little complicated, so it is always best to check with your local authority if you have any queries. Some general guidelines are:

- ❖ Small or private raffles, for example where tickets are sold at an event, do not need a license.
- ❖ Stand-alone lotteries and raffles that take place over a longer period of time do need a license, and there are regulations regarding the prizes that can be offered, the way the activity is organised and associated expenses.

Entertainment

You may need a public entertainment license if you are selling tickets to an event that involves music and/or dancing. Most venues will already have one, but it is always worth checking.

Safety First!

Whatever you do, please make sure that you do it safely. The Bobath Centre cannot accept any liability for any loss, damage or injury as a result of your fundraising. Some general points to consider when planning:

- ❖ Take extra care if you will be carrying money around. Never collect money unaccompanied.
- ❖ Make sure any venue you use has been checked for all health & safety hazards. We can provide you with a template for a risk assessment form if you would like one.
- ❖ Ensure there is adequate disabled access
- ❖ Make sure that first aid provision, fire fighting equipment and emergency evacuation procedures are in place. Any venue you use should have fire extinguishers and an evacuation procedure in place, and you should ensure you are familiar with these. If you are organising a larger event or one that involves physical activity, your local St John Ambulance service may be able to help with first aid.
- ❖ You should ensure any food you are serving has been hygienically prepared, preferably by someone with a food preparation qualification.
- ❖ If you wish to sell alcohol at your event you will need a license. The venue may already have one, but you should always check and if necessary apply for a temporary one from your local authority.

If you are unsure about any aspect of health and safety or food safety, please consult the Health and Safety Executive: www.hse.gov.uk or the Food Standards Agency: www.food.gov.uk

Keep children safe

Any fundraisers under the age of 18 should have the permission of their parents to take part. Please ensure that you consider their safety when planning an event where children are involved.

Publicity materials/branding

You must quote the Bobath Centre's charity number on any publicity material you make for your event. We can provide our logo for use on the web and in print should you need it, but please adhere to the branding guidelines provided if you do.

