be part of our family

supporting Alder Hey Children's Charity
why support Alder Hey?

Alder Hey is the busiest children’s hospital in the UK caring for over 270,000 young patients each year. Alder Hey has the biggest children’s A&E department treating nearly 60,000 children every year.

what makes us different?

Alder Hey provides routine care, referred care and highly specialist care, ensuring all our patients have access to world leading specialists.

Unlike some other children’s hospitals, Alder Hey is here for every child every day. We continue to provide remarkable care with the same excellence and dedication that we’ve done for almost 100 years.
Alder Hey Children’s Charity raises funds to support the hospital’s pioneering work and aims to improve the quality of life for not only the young people we see each year, but through innovations and research, the quality of life for children in hospitals across the world.

Without the support of charitable donations from our fantastic supporters, many of the outstanding facilities and innovations at Alder Hey could not be achieved. Thanks to donations from people like you, the Charity has been able to fundraise enough money for vital equipment and facilities including:

- **£10m Oncology unit**, the first of its kind in the UK to house research, learning and treatment under one roof, with dedicated teenage areas.
- **£3m Intra Operative 3T MRI Scanner & Theatre Suite**, the first of its kind in Europe, donated by the Barclay Foundation.
- **The £600k refurbishment of the Physiotherapy Unit** in partnership with Andrew Flintoff’s AF Foundation.
- **Over £6m in the last 5 years on medical equipment**, ranging from bone scanners, ECMO machines and specialist Epilepsy facilities.
- **Over £2m supporting vital research and ground breaking initiatives**.
- **Over £300k supporting the Arts Programme**, as we recognise both visual and performing arts make a very important contribution to patients’ enjoyment, happiness and well-being, and this is particularly true in a paediatric environment.

Hospitals can be an unsettling place to visit, but for little ones in particular the environment has so much more of an impact on their whole treatment experience. We aim to make that experience as positive as we can which includes providing toys, books and games for distraction and entertainment. Due to infection control issues, we can only provide single use items for each patient whilst they’re in hospital. All these items are totally dependent on charitable funds.

Thanks to our wonderful supporters, together we make the difference.
We want to expand our volunteer network to support community fundraising activities across the North West and beyond. We are looking for people who could give just a little time to provide for patients and their families.

**There are so many ways to help us and here are just a few examples:**

- Assisting at one of our fundraising events, which could be manning stands, selling raffle tickets, collecting donations or taking photographs.

- Start a fundraising group in your community, organise and run an event in your local area.

- Visit local businesses and ask if they would have an Alder Hey Charity collection box and then be responsible for collecting and replacing them. We receive approx £25,000 per annum from our collection boxes, but would like to do better, and with your help we can.

- Help us by dressing up as our mascot either at the hospital or at fundraising events.

- Use your specialist skills or professional experience to help us in many different ways.

If you can spare some time for Alder Hey and want to give something back, contact our Community Fundraising Team on 0151 252 5742.
fundraising

No matter how big or small their contribution, fundraisers give so much to the lives of our patients.

We want all our fundraisers to have fun as they raise money for Alder Hey, so why not pick up a fundraising pack, which is full of ideas on how you can make a difference, either from our office or download a copy from www.alderheycharity.org

fundraise at your school

Why not organise a fun day at your local school; guess the weight of your teacher; join in ‘walk to school week’; fancydress; carol concert; teddy bear’s picnic; treasure hunt... the ideas are endless.

fundraise with friends

Why don’t you and your friends take part in one of our challenge events such as sponsored sky-diving; hold a quiz night; five-a-side or tug of war; coffee morning; Halloween party; BBQ... Get all your family and friends involved in an event that will be fun and full of great memories.

fundraise at work

This is a great way to create common goals which is brilliant for staff morale and team spirit. Hold a ‘guess the baby’ competition; bake and sell cakes; cycle to work; Charity T-shirt day; dress down day; raffle... Get everyone talking about the great work at Alder Hey. It can also generate goodwill with your customers, suppliers and the local community.

Call our fundraising team on 0151 252 5716 for more ideas and advice on how to make your fundraising event a success.
### Fundraising Ideas

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<th><strong>Auctions</strong></th>
<th><strong>Casual Fridays</strong></th>
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<tr>
<td>Ask local businesses to donate goods or services and then auction them off for Alder Hey.</td>
<td>School children can wear their own clothes to school instead of a uniform and make a small donation for the privilege.</td>
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<th><strong>Balls</strong></th>
<th><strong>Clothes Throw</strong></th>
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<td>Organise a fabulous evening with dinner, music and dancing for staff, families and/or friends.</td>
<td>Join our annual Clothes Throw event, by holding a party and asking your friends to bring clothes to swap and ‘buy’. It’s a great way to recycle and keep your wardrobe fresh whilst raising money at the same time.</td>
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<th><strong>Bag Packing</strong></th>
<th><strong>Garden Parties</strong></th>
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<td>Help shoppers pack their bags in your local supermarket to raise funds for Alder Hey.</td>
<td>Invite friends and colleagues to an afternoon reception with refreshments and ask them to make a donation to Alder Hey.</td>
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**face painting**
Get creative and paint childrens’ faces at a local event for a small donation.

**fêtes**
Either organise a fête of your own or attend local school fetes and have a stand where you can sell charity merchandise.

**five-a-side tournaments**
Why not organise a fun event at your local park and find those undiscovered Steven Gerrards!

**pool challenges**
Hold a pool challenge to show off your cue skills and ask people to pay to participate.

**waxing**
Chests, backs or legs, ask your friends to take find sponsors and take part in a waxathon!

**worst holiday snap**
We’ve all got them hidden in a drawer, those shots that either went terribly wrong or that you wish you had never taken. Ask friends or colleagues to bring them in, paying a small entry fee; the one voted the worst photo can then be displayed and the winner given a prize.

**wii fit challenges**
Set up a wii and invite friends, neighbours or colleagues to take part in a challenge. Each time you play, you pay. The winner will top the Board at the end of the challenge.

**you’ve got talent**
Why not create your own version of the TV greats like X-Factor; Britain’s Got Talent; Stars in their Eyes or even Strictly Come Dancing ... all could come to your living room or work place!! Keep dancing....

For more fundraising ideas visit
www.alderheycharity.org
We rely on the generosity of people like you to help us achieve even more. You can make a one-off donation or set up a regular direct debit by completing the form on the back of this booklet.

By making a regular donation of just £2 a month you will make a really big difference to thousands of sick children who visit Alder Hey, and help us plan ahead for future projects.

**why not donate now?**

**Text:** Please text AHEY01 to 70070 followed by the amount you would like to donate e.g. AHEY01 £5

**Regular:** You can set up a Standing Order to give a regular amount to Alder Hey. Please complete the form at the back of this pack.

**Phone:** Please call 0151 252 5716 with your credit card details.

**Visit:** Come and visit us in the fundraising office, we would love to see you.

**Mail:** Please send cheques made payable to ‘Alder Hey Children’s Charity’ to us at Alder Hey Children’s Charity, Eaton Road, Liverpool, L12 2AP.

**Online:** Please visit www.alderheycharity.org and go to the donate page.
As an alternative celebratory present, why not ask your family or friends to make a difference on your special day by asking them to:

- **Raise money online** by setting up a page on Just Giving and asking friends to donate online.
- **Hold a collection** on your birthday using our donation boxes and envelopes.
- **Send our donation cards** to your friends and family asking them to make a donation to Alder Hey rather than buying you gifts. They can return the card with a donation directly to us and we’ll thank them on your behalf. A couple of months after your birthday or wedding we’ll let you know how much has been raised altogether.
- **Use our personalised wedding favour cards** on your tables and make your wedding truly memorable by donating to Alder Hey.

Don’t forget anniversaries, christenings, retirement and Christmas are all wonderful opportunities for your friends and family to make a huge difference to the lives of so many young children, by donating to Alder Hey instead of buying gifts.

www.alderheycharity.org
lasting tributes

Fundraising in memory of someone can be a meaningful way to remember them, and raising money for a cause that was close to their heart can also help to bring comfort and consolation at a time of grief.

Traditionally flowers have been used as tributes, however, more people are setting up lasting tributes in memory of their loved ones.

Alder Hey Tribute Funds are simple to set up and can be done at any time. They can help keep your loved one’s memory alive by caring for children in their name.

Another way to make a lasting tribute that will make a vital difference is to leave us a legacy in your Will.

We recognise that family and friends must come first, but after you’ve taken care of them, please consider leaving us a gift. Please look at our Legacy Q&A section on our website www.alderheycharity.org for more information on how to make a difference by leaving us a gift.

If you would like to talk to someone in confidence about the many ways a loved one can be remembered please call 0151 252 5726.
other ideas

- Be our friend on Facebook and post a link to our website on your profile to raise awareness about the fantastic care at Alder Hey.
- Follow us on Twitter - @alderheycharity
- Add a "Support Alder Hey Children’s Charity" message to your email signature with a link to our website.
- Recommend us as Charity of the Year to your employer or any company where you have links.
- Sign up for our weekly lottery draw – you can help our patients and also have a chance to win a great prize.
- Buy one of our Appeal Pins and wear it with pride.
- Buy Alder Hey Children’s Charity Christmas cards from our shop or online store.
- Donate your clothes to our Charity Shop ‘Cash in the Closet’ – check our website for locations.
- Take some of our Charity merchandise to your place of work and sell it.
- Sell unwanted goods on eBay or at a car boot sale and donate the proceeds.
- Attend one of our annual fundraising events – see our website for more details.
- Empty the penny jar at home and donate it to us, because every single penny counts!

JustTextGiving

JustTextGiving is quick, easy and is free to send on all networks. Please text AHEY01 followed by the amount you would like to donate e.g. £5. to 70070. You will then receive a text asking if you wish to gift aid your donation. You can then respond by texting either yes or no.

www.alderheycharity.org