ARE YOU READY TO

DO YOUR ONE IN A MILLION FUNDRAISING THING

THEN LOOK THROUGH OUR FUNDRAISING GUIDE AND FIND EVERYTHING YOU NEED TO GET STARTED.

#ONEINAMILLION
The Donna Louise provides a lifeline to hundreds of families who are facing every parent’s worst nightmare, the heart-breaking knowledge that they will almost certainly outlive their child.

Until recently, we weren’t able to support young people beyond their 19th birthday. So, rather than a milestone to look forward to, approaching adulthood became a time of stress and uncertainty. We therefore made a decision to boldly go where no hospice in our area has ever gone before, and expand our services to include our teens as they become adults.

We’ve made a promise to be there for them, no matter where or when, for as long as they need us – and we will. There’s never been a more exciting time to be involved with The Donna Louise as we grow up alongside the children we support and embark on an exciting new chapter.

Every one of our children, young adults and families is unique and very, very special. They are our #ONEINAMILLION.

The incredible generosity of people like you amazes us every day. And now’s the time to take it to the max and do your fundraising thing. Please do something to raise money - it doesn’t matter what - big or small, brave or bonkers, wonderful or wacky – just do something.

**Whatever you choose to do, one thing is for sure – you’ll be making a difference to children like Milo.**
Coming to The Donna Louise is an exciting trip for Milo and his family. It’s marked on the calendar and they all count down the days until their little holiday. Milo was born with Down’s Syndrome and a severe heart condition; he spent the first 7 months of his life in hospital and had 2 open-heart surgeries. Since that time, the family have lived on a knife-edge, managing Milo’s health as he faces a lifetime of hospital visits and surgery. Life is a real struggle, and the support the family receive at the hospice, and at home, makes a huge difference. Mum, Laura, explains, “We would be absolutely lost without the support of The Donna Louise and we really look forward to coming; it’s a break for the whole family. Death is a part of what they do but it’s only a small part. The Donna Louise is about love, support and fun.”

Can you be #ONEINAMILLION for Milo?
Raise money and make a difference.
Every year our supporters do truly amazing things to raise the money that helps make every moment count for our children, young adults and families. By channelling your bravery, your awesomeness and your craziness, you too can do something amazing and make a real difference.

**BE BRAVE**

**IT’S TIME TO BE BRAVE, STEP OUT OF YOUR COMFORT ZONE AND DO SOMETHING EPIC!**

**GIVE IT UP** - alcohol, chocolate, social media, cigarettes - go on a sponsored detox

**BE EPIC** - take on a trek or run a marathon

**BRAVE THE SHAVE** - save cash on shampoo and donate the money instead

**SHUT IT!** - do a sponsored silence – your friends and family will pay for that!

**FLY LIKE A BIRD** - join us for our Superhero Skydive or Velocity Zipwire

**CLIMB EVERY MOUNTAIN** - well not every, just one will do! Ben Nevis, Kilimanjaro, Snowdon (we do it in the dark!)

**ON 'YER BIKE** - convert pedal power to pounds by taking part in a cycling challenge

**BE WACKY**

**IT’S YOUR CHANCE TO BE QUIRKY AND LET YOUR CRAZY OUT!**

**DRESS IT UP** - dig out your superhero costume, your pjs or your old school uniform and wear it to work

**SPEAK IN TONGUES** – challenge yourself to speak in a foreign language all day

**LEAVE YOUR HAT ON** – wear a crazy hat, loud tie or odd socks for the day

**BEANS MEANZ BUCKS** – keep it old-school and take a bath in beans

**EATING COMPETITION** – challenge your friends and maybe even set a new world record.

**BE AWESOME**

**TAKE YOUR FUNDRAISING TO THE MAX AND GET EVERYBODY YOU KNOW INVOLVED.**

**TONIGHT IS PARTY TIME!** – dust off your dancing shoes and organise a glamorous party or Ball

**LET’S GET QUIZZICAL** – are you Queen or King of the Quizzes? Host a quiz night and show off your skills

**FLOUR POWER** – put your baking skills on show and challenge friends and colleagues to a bake-off

**GOING, GOING... GONE** – sell your friends’ skills by holding an auction of promises

**PITCH PERFECT** – popstar in the making? If you’re part of a band or choir, then holding a concert is a great way to raise money

**STEP UP** – take part in our Step Up challenge and promise to walk a million steps in 100 days

**BE ONEINAMILLION**

**WWW.THEDONNALOUISE.ORG**
THE DONNA LOUISE

10K* & 5K FAMILY FUN RUN

SUNDAY 19TH MAY 2019

PARK & RIDE PROVIDED FROM BET 365 STADIUM.

BRAND NEW COURSE – BACK IN TRENTHAM GARDENS.

OFFICIAL RACE SPONSOR

bet365 Bingo

#ONEINAMILLION

MC/17/491
Race Licence Number: 2018-32338
*official road race
Keele University Dance School showcased their moves by putting on a show “Move your Feet”.

Your support will fill The Donna Louise with games, glitter, paint, laughter and happy faces. Every child deserves to play, our children are no different. Play is critical to emotional well-being, as well as being a LOT of fun!

£800 helps us to fund over a week of play-time for children.

Krisia Cieslewicz took on an eating challenge and munched her way through 10,000 calories in 24 hours.

Singing a song, banging a drum, listening to a special piece of music can sometimes be the only way to express emotions. Music has the power to heal, to uplift and to evoke precious memories.

£300 provides 20 sessions with Phil, our magical music man. Everybody connects with music, regardless of age and physical ability.

Year 8 students at St Margaret Ward Catholic Academy took their fundraising to the max with various fun events, including a fit-a-thon.

It’s not easy to trust somebody else to care for your sick child when you have cared for them every day of their lives. As many of our children, and young people, can’t talk, parents worry that the person caring for them will know if they are scared or in pain. Our nurses take away that fear, give families the confidence to take a break, and to just look after themselves for a while.

£3,000 will pay for a nurse to care for a whole month.

Fearless 74-year-old Roy Tinsley did his first ever skydive, proving you can do your #ONEINAMILLION thing at any age!

Respite is so much more than just a break – it’s a decent night’s sleep, it’s a soak in the bath for the first time in months, it’s playing a game with your other child who’s feeling confused and sad, it’s the chance to breathe.

£1,300 pays for a 24 hour respite stay for families who desperately need that kind of break.

The money you raise will be used to create #ONEINAMILLION moments very day.

Here’s how others are making a difference…

www.thedonnalouise.org
Partial to a rush of adrenaline? At The Donna Louise, we have a packed calendar of challenges guaranteed to get your blood pumping. If jumping from a plane is your #ONEINAMILLION thing, if you want to hike through a desert, run a ridiculous distance or swim with sharks, we can help make it happen. However you get your kicks, get in touch to find out how we can support you, and help you max your fundraising. If you can’t find exactly what you’re looking for, or have your own crazy plan, we can help you with that too.

IF YOU'RE UP FOR A #ONEINAMILLION CHALLENGE, GET IN TOUCH WITH THE FUNDRAISING TEAM ON 01782 654444 OR EMAIL HELLO@THEDONNALOUISE.ORG WE CAN'T WAIT TO HEAR FROM YOU!

DOING HER #ONEINAMILLION FUNDRAISING THING AT 10,000 FT

In our extraordinary year, we’ve met some amazing people willing to do some crazy things to raise money, including jumping out of a plane!

62 year-old Volunteer, Margaret Shermer was one of 20 #ONEINAMILLION skydivers that took to the skies in May to tandem skydive and raise over £20,000 between them.

Once safely back on the ground she said, “I'm not really sure how I found myself volunteering to do a tandem skydive. It was one of those flippant moments when I was asked a question and threw an answer back. It wasn’t until some months later that the reality hit me and it was too late to back out!”

“However, it’s over and done now and I don’t regret a single moment! My heartfelt thanks to all those who helped me raise such a fantastic amount of money for the most worthy of causes.”

Not only is Margaret super brave but she’s also a champion fundraiser, raising a stratospheric £2,978!

Margaret, you’re our #ONEINAMILLION!

If you’re looking for an adrenaline-charged challenge, then get in touch with the fundraising team on 01782 654444 or email hello@thedonnalouise.org

We can’t wait to hear from you!
OTHER WAYS TO HELP & HOW WE CAN SUPPORT YOU

There are loads of other ways you can be our #ONEINAMILLION and make a difference.

### CLEAR YOUR CLUTTER AND SHOP ‘TIL YOU DROP

Our shops are a treasure trove of pre-loved, high quality items. Looking for a unique gift idea, a smart new outfit, or a comfy chair to fit in that corner? We’re sure to have it. Pop in to one of our shops and our retail team will be there to help. And don’t forget us when you have a clear-out, your junk is somebody else’s treasure. Recycle, re-use and make every moment count for our children and young adults. The addresses of all our shops are on our website [www.thedonnalouise.org](http://www.thedonnalouise.org).

### MAKE A ONE-OFF DONATION

When life is short, every moment counts and your donation means we can be there for our families at their very best times, and at their very worst. Donate online at [www.thedonnalouise.org](http://www.thedonnalouise.org).

### MONTHLY DONATION

Knowing that we have guaranteed, regular income means that we can fulfil our promise to our children, young adults and families to be there for them, wherever, whenever and always. Your regular gift helps make that possible.

You can sign up at our website [www.thedonnalouise.org](http://www.thedonnalouise.org).

### GIFTS IN MEMORY AND CELEBRATION

A donation in memory is a special way to pay tribute to someone important to you. We know that these gifts have extra meaning, and they are special to us too. Donations in lieu of flowers at a funeral or in lieu of gifts for a special birthday, means that you become part of creating special moments for our families.

### VOLUNTEERING

The Donna Louise simply wouldn’t exist without our small army of amazing volunteers. Whether you can spare a few hours a year or a few days per week, we’d love to hear from you. We have a team of more than 200 volunteers and they play a huge role within the hospice, at our events and in our shops.

For more information please contact our Volunteer Co-ordinator Sabryna Porter on 01782 654440 or send an email to sabryna.porter@thedonnalouise.org.

### GIFTS IN WILLS

Once loved ones have been provided for, even just a little of what’s left can go a long way towards ensuring that we can be there for our families for as long as they need us.

At The Donna Louise, we understand that loved ones and family come first, which makes the gifts we receive from wills even more special to us. Leaving a gift in your will is a wonderful way of making a life-changing difference to the children, young adults and families we support without costing you a penny during your lifetime. To find out more, call our Fundraising Team on 01782 654444.

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YOU CAN BE A
#ONEINAMILLION WINNER

Join The Donna Louise Weekly Lottery today

You could win £25,000 every week while giving laughter, happiness and vital support to local families.

Wander through The Donna Louise on any given day and you could find...

- Three little girls enjoying some messy play
- Our sibling support workers planning the next sleepover
- A mum (or even a dad) enjoying a pamper session
- A family getting the support they need when life couldn’t get any tougher
- A group of lads playing FIFA in our teenage lounge
- A family sitting down to share a home cooked meal
- Lots of laughs with the babies and toddlers group
- A therapy session taking place in our music or art room
- Families making every moment count

Play makes this possible... with 73p from every £1 played coming straight to The Donna Louise!

How it works

1. Choose whether you want one or two £1 chances each week.
2. Choose whether your direct debit is collected monthly, quarterly, half-yearly or annually.
3. If your numbers come up on a Saturday, we’ll let you know you’re a winner and deposit your winnings in your account!
4. Match 6 numbers win - £25,000
   Match 5 numbers win - £1,000
   Match 4 numbers win - £100
   Match 3 numbers win - £10

What you could win

- The Donna Louise was set up in 1999 and supports families of children with a life-shortening condition from initial diagnosis until they no longer need us.
- End of life care for children and young adults is an important part of what we do, but thankfully, it’s only a very small part – around 6%.
- It costs £3.5 million to run The Donna Louise every year – but it doesn’t cost families a single penny to benefit from our services.
- Our hospice building is based in Trentham, but we support families across Staffordshire and South Cheshire.
- Last year, we supported over 240 families with 392 brothers and sisters, as well as nearly 70 bereaved families.

Fast Facts

- Unlike adult hospices, we get less than 12% of our funding from the government – we rely on the generosity of local businesses and people like you to help us raise the rest.
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WWW.THEDONNALOUISE.ORG
**How to be a #OneInAMillion Fundraiser**

**Set up an online fundraising page**
Visit www.uk.virginmoneygiving.com/giving
You can personalise your page, add pictures and videos and tell everyone what you are doing to raise cash. It’s simple and safe, and the money comes straight to us.

Remember to email everyone you know with a link to your fundraising page and share on social media.
Add your donation page link in your email signature – you never know who’ll see it!

**Get social networking**
Shout about your fundraising by linking your donation page to Facebook, Twitter and LinkedIn. Make sure you give a big shout out to anyone who sponsors you.

“Like” The Donna Louise Facebook page and follow us on Twitter, Instagram and LinkedIn.

Make sure to mention us @DonnaLouiseUK and #OneInAMillion

**Shout about it**
We’d love to hear about your #OneInAMillion thing, so we can shout about it too. Tell us all about it at hello@thedonnalouise.org

Why not share the stories of your fundraising in your staff newsletter, on your website, and to your customers and clients.

**Warning! Keep it safe and legal**
For guidance on safe and legal fundraising and event practices, go to our website www.thedonnalouise.org/fundraising-dos-donts

**Take it to the max**
Did you know?
People who set a fundraising target raise 20% more than those that don’t! So set a target and smash it!

Set up or join a group
Everyone loves a bit of healthy competition! See which member of your team can smash their target first or get teams to go head-to-head.

Gift Aid it
Make sure you ask everyone that qualifies to tick the “Gift Aid” box!

**How their money makes a difference**
Tell everyone why you’re raising cash by letting them know what we do and how their money helps.

You can find this information on our website www.thedonnalouise.org

**Get Social Networking**
Shout about your fundraising by linking your donation page to Facebook, Twitter and LinkedIn. Make sure you give a big shout out to anyone who sponsors you.

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**Peter Crouch**
Professional Footballer
MEET
CHLOE

Chloe is a strong and determined 20-year-old who recently made the exciting decision to move out of her family home and into her own flat. It’s a big step for any young adult, but imagine that you are paralysed from the neck down having contracted a rare virus as a toddler.

At that time Chloe was given just 2 weeks to live. But she has defied all expectations and, with the support of her family, friends and The Donna Louise, she has grown into a thriving and independent young adult who has the same hopes and dreams as any young person, “I don’t see my condition as changing who I am. I don’t feel any different to anyone else my age.”

Chloe had always thought about being able to live on her own one day but never imagined that it would be possible, “I’d always talked about moving out; The Donna Louise gave me the confidence to do it. Linda, the Adult Social Worker at the hospice, helped me sort everything out.”

Chloe explains, “Coming to The Donna Louise has made my confidence much better and it has enabled me to be myself. I don’t know what I would do if The Donna Louise wasn’t there any more – there’s always someone there to talk to and they’ve helped my family a lot.”

Extending the services of The Donna Louise beyond the age of 19 means that Chloe will still have the support she needs. The new building will be a place where she can enjoy time with her friends: “I am extremely excited – I can’t wait for it to open. It’ll be nice to have sleepovers with my friends. I met my best friend, Charlotte, at The Donna Louise.”

Raise money and you’ll be supporting young people like Chloe.
SEND YOUR MONEY IN

1. Online
If you held a sponsored event and used an online giving page such as www.justgiving.com then the money will already be coming straight to us.

Thanks for being #ONEINAMILLION!

2. By Hand
You can drop off your money at our reception at 1 Grace Road Trentham Stoke-on-Trent ST4 8FN

We are open 9am – 5pm, Monday to Friday.

3. Direct Transfer
You can pay in money via our website www.thedonnalouise.org and click on the DONATE button (it’s big and pink and at the top of every page!)

To deposit money by bank transfer, the details are:

Account Name: The Donna Louise Trust
Bank: Barclays Bank plc
Account Number: 50284432
Sort Code: 20-36-43

Make sure that you add a reference so we know who’s sent us the money.

4. By Post
Cheques should be made payable to The Donna Louise Trust and sent to us at the address above.

Please fill in the information below to send with your cheque so we know who you are and who to thank.
And tell us what your #ONEINAMILLION thing was.

Please don’t send cash in the post.

How would you like to hear from us?
We’d love to let you know how your support is making a difference and other ways you could help in the future. Tick ‘Yes’ to receive regular updates about what we are up to and how you can get involved.

Email: Yes No
Text message: Yes No
Post: Yes No
Phone: Yes No

Our promise
We’ll never pass your information to anyone who isn’t directly working on our behalf and will keep your details safe and secure.

We promise not to get in touch too often and you can change the way we communicate with you at any time by calling 01782 654444.

To view our privacy policy, please visit www.thedonnalouise.org

Thank you for doing your #ONEINAMILLION thing!
Thank you for being #ONEINAMILLION

Proudly supported by SDL Group