

Your guide to  
corporate fundraising  
success



For the  
**NOW**

**C**  
Chestnut  
Tree House  
{Children's  
Hospice Care}



# Your support

## helps families like Jacob's spend precious time together

Just like many eight-year-old boys, Jacob is a big film fanatic, loves spending time outdoors and splashing around in the swimming pool. "Jacob is a sociable little boy. Everyone knows him in our local community, he loves it when people come up to us and have a chat" says Mum, Elaine. "He is an absolute joy, has a wicked sense of humour and does great big belly laughs!"



Jacob has Global Development Delay, meaning that he is significantly delayed in his cognitive and physical development. Jacob also has the highest grade of cerebral palsy, severe breathing issues, and uncontrollable seizures. "He has no independent movement so he can't do anything by himself."

When Jacob was two years old, the family were told about their local children's hospice, Chestnut Tree House, by a member of the hospital outreach team. The family soon booked their first overnight stay at the hospice building near Arundel. "I don't know what I was expecting, but the moment we walked through the doors we were amazed. We could not believe how much care and love was there. It was fantastic. It was a huge eye-opener; we could see all the opportunities there for Jacob. And for us, it was the first time we could sit down and relax for a very long time."

As well as short breaks at the hospice, the family has Ruth, a Chestnut Tree House Nurse who visits them at home every month. This helps Jacob to get out and about to explore his local community, whilst giving Mum and Dad a well-deserved break.

"I don't know what life would be like without Chestnut. It would be awful. It would feel like something had been cut out of us. In many ways, they are our lifeline. It would be unbelievably sad for Jacob, he would miss out on so much. He is really happy when he comes back from his visits. He loves it."



# A list of dos (we don't like don'ts!)

## Keep it safe and legal

Read our top tips for keeping it safe and legal over at [www.chestnut-tree-house.org.uk/keeping-it-legal](http://www.chestnut-tree-house.org.uk/keeping-it-legal)

## Set up a JustGiving Page

This is the easiest way for you to collect sponsorship. Head to [www.justgiving.com](http://www.justgiving.com) to set up your page and select Chestnut Tree House as your chosen charity. Make the page pop by adding photos and set yourself a fundraising target.

## Share it

Let everyone know what an amazing person you are. Share your fundraising journey on LinkedIn, Twitter, Facebook and Instagram. Tell everyone you know about what you're up to. Shout it from the rooftops.

## Invite us along

We'd love to come along and talk to your team, in person or virtually, to kick start your fundraising, tell them what a difference they are making to their local children's hospice, and provide ongoing support through your journey.

## Ask us for help

We're here to help you every step of the way. We can help with advice, marketing, and fundraising materials.

## Visit our fundraising hub

Head over to [www.chestnut-tree-house.org.uk/fundraising-hub](http://www.chestnut-tree-house.org.uk/fundraising-hub) where you will find answers to common questions and hints and tips, but please get in touch if you would like any more help or advice.



## Send us the money

### • Cheque

Please make your cheques payable to 'Chestnut Tree House' and send to Chestnut Tree House, Dover Lane, Arundel, West Sussex, BN18 9PX  
Or  
Unit 4 Pacific House, 1 Easter Island Place, Eastbourne, East Sussex, BN23 6FA

### • Bank Transfer

Chestnut Tree House  
Account: 70574790  
Sort code: 60 03 38

### • JustGiving

If you've set up a JustGiving page then you don't need to worry, your funds will come straight to us.

### • Cash

Let us know if you have cash payments – we will be happy to arrange a collection.



# For strengthening your brand reputation

Your support of Chestnut Tree House means that local children and families who know they don't have long together can live life to the full and, when the time comes, say goodbye in the way they want.

## What's in it for me?

We will support you in creating bespoke and tailored opportunities that will benefit your business. Throughout this journey, we can help you...

- ♥ Boost staff morale
- ♥ Increase customer satisfaction
- ♥ Widen your network
- ♥ Differentiate yourself from competitors
- ♥ Attract positive PR
- ♥ Fulfil your corporate and social responsibility policy



“Working with Chestnut Tree House has helped raise our profile and win great business. There are all sorts of ways to get involved with Chestnut Tree House and I would encourage all businesses – big and small – to partner in whatever way works for them.”

*Matt Turner,  
CEO of the Creative Group.*

# Are you ready?

We hope you're pumped and primed to start your fundraising adventure. Whether it's payroll giving or dreaming up funky fundraising fun, becoming a corporate partner or taking on a challenge, we are sure you will find an opportunity that's perfect for you.

## Need some inspiration?

### Volunteering

From getting muddy and gardening at the hospice to sorting through fantastic treasures at the retail distribution centre, volunteering is a great team bonding opportunity.



### Things to do

Networking events, Bag it and Give, a fundraising ball, a virtual run, or having some Reindeer Fun – what takes your fancy?



### Sponsorship Opportunities

Get your brand in front of other influential people, by sponsoring a hole at a golf day or being a headline sponsor at our truly amazing Snowman Spectacular fundraising ball.



### Payroll Giving

Payroll Giving is a flexible scheme which allows anyone who pays UK income tax to regularly give to charities of their choice on a tax-free basis.



## Liven up a day in the office

### OR AT HOME!

#### Funky fancy dress Friday

Do your meetings need to liven up on a Friday to help you get ready for the weekend?



#### The great themed bake off

It's simple, choose a theme, organise a baking competition, and indulge in all the creations that your work colleagues bring along!



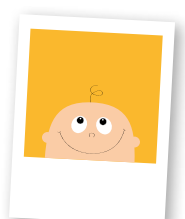
#### It's quiz time!

We've all shouted at the TV whilst watching popular quiz shows, so now's the time to put your skills into action and organise a quiz with your colleagues. You could even host a virtual quiz and do it from the comfort of your own home.



#### Who's that baby?

Ask everyone in your team to send in a baby photo of them, charge everyone a small fee to take part and have fun guessing which baby is who!



"Chestnut Tree House means so much to us. If you are thinking about supporting them, then please – just do it! Every penny helps."

A Chestnut Mum

# Good luck!

You are well on your way to fundraising success.  
And remember, we are with you every step of the way.

We love to shout about the amazing work that you do in the local community, so please keep in touch, tag us in your snaps on social media and let us know what you're up too!



For local families. For living. For the **NOW.**

- 📍 📱 📧 Chestnut Tree House
- 📱 @ChestnutSussex
- 🌐 [www.chestnut-tree-house.org.uk](http://www.chestnut-tree-house.org.uk)
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