



FUNDRAISING PACK



Bigger than bereavement

SANDY BEAR

A message from the

SANDY BEAR team

Thank you so much for choosing to fundraise in support of Sandy Bear Children's Bereavement Charity.

Fundraising for Sandy Bear is easy.

Here's how you can fundraise, raise awareness and support bereaved children, young people and families. You really could make a huge difference!

This pack contains everything you need for the challenge. You will find some helpful tips to get you on your way with your fundraising. It includes:

- A-Z of fundraising ideas
- Important information
- Sponsorship form
- Fundraising tips
- Social media toolkit
- How to pay in your funds

Visit our website www.sandybear.co.uk for more information or get in touch to see how we can help. We are on hand to support you in any way we can, so please do not hesitate to get in touch with us by emailing admin@sandybear.co.uk.

Good luck!

Thank you for choosing to support Sandy Bear





Sandy Bear is a Welsh charity supporting children, young people and families in the lead up to and following a bereavement.

Sandy Bear Children's Bereavement Charity is a vital organisation that supports children and young people coping with the death of a loved one. Across Wales we provide professional, compassionate care to help them navigate the emotional challenges that come with loss.

We ensure that no child has to face bereavement alone. We offer therapeutic 1:1 and peer group support and use a variety of activities and resources. By creating a safe and supportive environment, we help children express their feelings, develop healthy coping strategies, and find a way forward during difficult times.

Our work is largely reliant on the generosity of our supporters. Every contribution enables us to provide essential services, reach more families, and raise awareness of the importance of bereavement support for children. By supporting Sandy Bear, you are helping to make a real difference to the lives of grieving children and their families. Together, we can ensure they receive the care and guidance they need to rebuild their lives.

What We Do at Sandy Bear:

At Sandy Bear, we provide vital support to children, young people, and their families navigating the challenges of grief and loss, including those preparing for a bereavement.

Our services include:

Specialised Support – Helping families understand and process their feelings in a safe, compassionate environment.

Resources and Guidance – Offering tools to help children and young people cope with bereavement and develop resilience.

Community Collaboration – Working with schools, professionals, and communities to create a network of support.

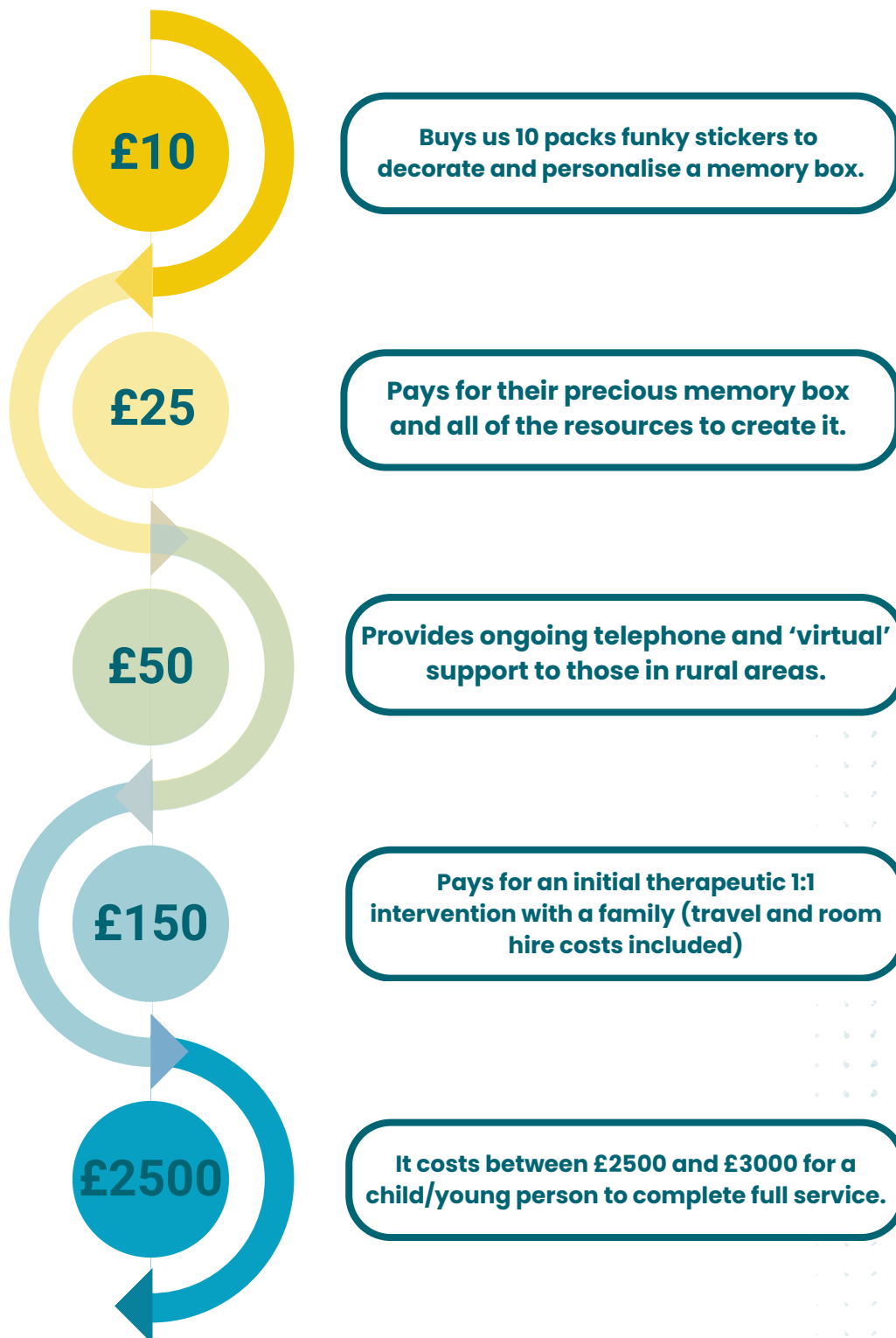
Training for Professionals – Equipping those working with young people with the skills to address grief and loss.

We're here to ensure that no child or family faces grief alone, creating brighter tomorrows together. Your support helps us make a difference, thank you for being part of our journey.



EVERY POUND YOU RAISE WILL HELP TO MAKE A DIFFERENCE

Your fundraising will help us to continue providing crucial bereavement support to children, young people, and families. Having supporters like you, we can be there for those facing some of the most challenging times in their lives



HOW WILL YOUR MONEY MAKE A
DIFFERENCE?



A to Z

of Fundraising Ideas

A

Auction of promises
Afternoon tea
Abseiling
Art exhibition
A close shave

Bingo
Bake sale
BBQ
Birthday fundraiser
Bike ride
Book sale
Bad taste day

B

C

Car boot sale
Coffee morning
Car wash
Cocktail night
Crafts

Donate a day
Dinner party
Dance-a-thon
Declutter
Do if you dare
Dress down day

D

E

Endurance
Eighties evening
Exercise challenge



A to Z

of Fundraising Ideas

Fashion show
Fancy dress day
Film night
Football tournament
Facebook fundraiser

F

G

Give it up
Gin taster evening
Grow a beard
Good deeds
Golf day
Guess how many
Gaming for good

Hideous hair day
Head shave
Hour of earnings
Harry Potter party

H

I

International food party
It's a knockout
Ironman challenge

Joke-a-thon
Jumble sale
Jazz afternoon/evening

J



A to Z

of Fundraising Ideas

K

Keepy uppy contest
Knitting
Keep fit class
Kick a habit

Loose change collection
Lemonade stand
Lego contest
Learn a new skill
Las Vegas night
Learn a language

L

M

Marathon
Makeover
Mobile free day
Music concert
Manager vs Manager
Murder mystery party

Neighbourhood street party
No treats week
Netball tournament
Nail art
National celebration
Name the song

N

O

Office party
Odd jobs
Office etiquette
Obstacle course (mud run)
Open mic night
Office olympics

START FUNDRAISING



A to Z

of Fundraising Ideas

Plank/press up challenge
Penalty shootout
Poetry day/competition
Pay it forward
Penny challenge
Positive steps



Quiz night
Quad bike racing
Quickest time contest
Quiet time

Raffle
Recipe book
Readathon
Rugby tournament



Sponsored silence
Smartie tube challenge
Sky dive
Street party
Superhero party
Sweepstake
Spelling bee

Treasure hunt
Team triathlon
Talent contest
Teddy bear picnic
Tennis fundraiser
Tombola



START FUNDRAISING



A to Z

of Fundraising Ideas

U

Ugly jumper day
Uniform free day
Upcycling and selling
Ultra challenge
University challenge

Veg growing competition
Village show/fete

V

W

Wine tasting
Wear it yellow day
World record attempt
Workshop - learn a new skill
Walk to school/work
Wear it, clash it

X-factor competition
Xmas party
Yarn bombing
Yogathon
Zip wire challenge

X Y & Z

Notes:

START FUNDRAISING



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XY&Z

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Xmas party
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START FUNDRAISING



MANAGING A
RAFFLE / AUCTION



SPONSORED SKYDIVE



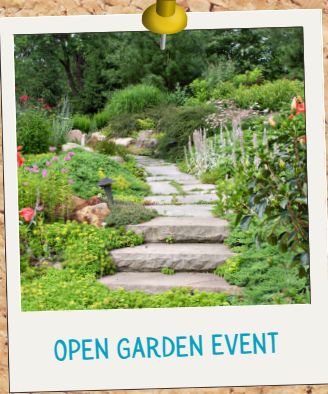
DRESS IN YELLOW / FANCY
DRESS / COLOURS / THEMES



FOOTBALL TOURNAMENT



TEDDY BEARS PICNIC



OPEN GARDEN EVENT



CAKE SALE

Popular FUNDRAISING ideas



QUIZ NIGHT / BINGO



CAR BOOT



PLAN A FOOD BASED FUNDRAISER
(PUB / RESTAURANT)



FITNESS CHALLENGE



AUCTION SITES:
SELL UNWANTED ITEMS



HOST A DINNER / DRINKS
EVENT AT HOME



BIRTHDAY FUNDRAISER



VILLAGE FETE / FAIR / STALLS

POPULAR FUNDRAISING IDEAS

GET SOCIAL



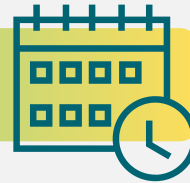
FUNDRAISING TOP TIPS FOR SOCIAL MEDIA



CHOOSE YOUR FUNDRAISER

Pick an idea that excites you! Whether it's a bake sale, sponsored challenge, or quiz night, every effort helps.

SET THE DATE



Choose a day that works for you.



SET UP YOUR JUSTGIVING PAGE

Make it easy for friends, family and everyone to donate – see our guide for step-by-step instructions.

SPREAD THE WORD



Create posters, email templates to share your fundraising fun



RAISE MONEY & MAKE AN IMPACT

Every pound raised helps us support children coping with grief.

SEND IN YOUR SUCCESS STORIES



We love to see your photos and hear about your fundraising efforts – let's celebrate together!

READY TO GET STARTED?

**SEND US A MESSAGE AND WE WILL BE IN TOUCH TO HELP YOU EVERY STEP OF THE WAY.
WE WILL SUPPORT YOU & PROMOTE YOUR EVENTS.**

How to create a **JustGiving™** fundraising page for us



Creating an online fundraising page for a registered charity on JustGiving takes just a few minutes.

After a few quick steps you will be able to share your story on email and social media and will be able to start receiving donations for Sandy Bear.

There are some key things that you will want to think about before you begin: what amount do you hope to raise and will you be raising money as part of an organised event like a marathon or will it be something that you are organising yourself.

With that sorted, you can get started on your journey to raise money and change lives.

1. Log into your account or create a new account if you do not have one and click 'Start Fundraising'.
2. When asked 'Are you fundraising for a registered charity?', select 'Yes, continue'.
3. Search for 'Sandy Bear Children's Bereavement Charity'.
4. Let us know whether you're taking part in an event, celebrating an occasion, fundraising in memory or doing your own thing.
5. If you can't see your event listed, select 'Add your own' at the bottom of the page and tell us a bit more about your activity.
6. Choose your web address – this is the link you'll be sharing with friends and family when asking them to donate.
7. Tick 'Yes' if you're running a bake sale, or selling tickets to an event, raffle or auction. Donations to your Page won't be eligible for Gift Aid. Go to link below to find out more.
8. Click 'Create your page'.

Job done! Your Fundraising Page is now set up and ready to accept donations. Just Giving will send the money that you raise to Sandy Bear on a weekly basis.

Source: www.justgiving.com/for-fundraising/how-to-create-a-fundraising-page

TOP TIPS

for social media



tag @sandybear

don't forget to tag @sandybear. This will link us in to your event and we love to see what you are doing.



Add a link to your fundraising page

on all your social media networks you use, Instagram, etc.



Update your fundraising progress

Share running total percentages, supporters love seeing the impact of their donations. People will contribute and help you reach your goal!



Create a hashtag

for your posts eg. #Sarah'sfundraiser



Follow relevant people

local groups, businesses and important people



Create a Facebook event

invite friends and followers



Add pictures

bring your fundraising to life. People will engage if there is a picture.



Other ways to get involved:



General Volunteering and Support

We can't support all the children and young people we do without the support of others. Whether that's a simple follow, like or share on social media, hosting your own fundraiser, or getting involved behind the scenes either in our offices or online; we need you. A positive attitude and aptitude are more important than skills and experience. We can help you to learn new skills and gain experience.

You are never too young to support Sandy Bear. Whether you want to put on a fundraiser, help raise the profile of issues facing young people when preparing for, or following a bereavement; we have ways for you to become involved.

Our Youth Ambassadors work together to have a collective voice to be heard, students use our charity as the basis for school and college projects; some use their time volunteering to gain work experience or to aid their experience for college and university applications.



Young People



Bereavement Champion

We are keen to set up a network of school bereavement champions who can shout about the work of Sandy Bear, but also support us as a local contact point for those within your schools or wider community who may need some advice, support or need someone to turn to.

Family Support Volunteers support children and young people in our family support groups and 1:1 support. Volunteering alongside our Service Delivery Team, you will be using a variety of activities that generate discussions around the child or young person's bereavement or anticipatory grief.

The role makes a huge difference to the life of a child or young person who has been affected by bereavement.



Family Support Volunteer

Inspirational stories

“ From a Mum:
“Sandy Bear was the string that stitched our hearts back together and made it possible to smile again.” ”

“I will never have the words that can express how grateful I will always be for Sandy Bear for clearing the mist and giving them back their smiles.”
Grandparent

“Thank you for everything that you are doing for us, and thank you for thinking of us”

I feel much more positive about getting through this with your support.
Thank you.

“The support, advice, and resources I have received from the charity have been invaluable.”
School LSA

Successful fundraising examples

Hairdressers collection £54.51



Charity rugby match & auction £8100



Plant sale £3223.65



School bake sale £388.94



Hike & fun run £3000



Birthday fundraiser £1500



Sponsorship Form

Office Address:

A: Europa House, 115 Charles Street, Milford Haven, Pembrokeshire SA73 2HW

P: 01437 700272 W: www.sandybear.co.uk

E: admin@sandybear.co.uk

Name: _____ is

(activity) _____

for Sandy Bear Children's Bereavement Charity
on

GIFTAID: DON'T FORGET TO GIFT AID!

- Ensure each section is filled out accurately and in your own handwriting
- Ensure you provide your TITLE (e.g. Mr & Mrs), full name, home address (NOT business), postcode, donation amount and the date.
- If you are a UK income or Capital Gains taxpayer, please make sure the GIFT AID section is ticked ✓ so the charity can claim the tax back on your donation. By ticking this box, you understand that if you pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of your donations it is your responsibility to pay any difference. You understand the charity will reclaim 25p of tax on every £1 that I have given.

Name of sponsor:	Address (including postcode):	Amount:	Collected ✓	Gift Aid ✓ (UK taxpayer)	Date:
<i>e.g. Mrs Susan Smith</i>	<i>10 High Street, Milford Haven SA73 1TR</i>	<i>£10</i>	✓	✓	<i>10/4/24</i>

Sandy Bear believes that no child should suffer bereavement alone. Our 1:1 and peer-group support ensures children and young people are able to understand death, to fully express grief, and manage loss in a positive way which builds resilience and better equips them for life in future. Our approach means they know they are not alone, and others are going through similar experiences. Our focus is on supporting children and young people who are preparing for or have been bereaved through the loss of a close family member, or other special people in their life. However, we also support parents, carers and guardians in dealing with their own grief and ways to support their children at an extremely vulnerable time.

Name of sponsor:	Address (including postcode):	Amount:	Collected ✓	Gift Aid ✓ (UK taxpayer)	Date:



Notes:

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Thank you so much for all your support 

