



CHAS

Children's Hospices Across Scotland



A Christmas with CHAS

Fundraise to keep the joy alive



Photo: Courtesy The Daily Record





# Thank you!

At CHAS, we're delighted to have your support and want to help you gain as much as possible from this journey. To make sure you're prepared ahead of your Christmas fundraising activities, we've pulled together a handy guide; jam-packed full of tips and ideas to help you reach your fundraising target. Whether you're paying it forward, running a raffle, getting your Festive Friday on, or taking part in your very own Christmas forfeit!

We're so excited and grateful to have you on the team, and we're really looking forward to getting to know you and helping you achieve your goal. We always love hearing from our supporters, so please don't hesitate in contacting us should you have any questions regarding your fundraising. We're more than happy to help.

We know that Christmas for most will be different this year, but together we can help families make special memories at what may be their last together, or support those who might be facing their first Christmas without their child.

Good luck and thank you!



# CHAS helps families like Aaron's

Rachel and Michael were overjoyed to welcome their beautiful baby boy, Aaron, into the world. The happiest baby, he passed all his developmental checks with the health visitors and everything seemed to be as it should. The family were overjoyed.

However, when Aaron was just three and a half months old, he suddenly developed feeding problems and started to lose a significant amount of weight. After multiple tests and a ten-day stay in hospital, an ultrasound revealed that Aaron had a brain tumour. The tumour was inoperable due to its position and after his first bout of chemotherapy starting in March 2011, the Ross family were told the tumour was continuing to grow at an aggressive rate and that Aaron wasn't responding to the chemotherapy.

This was when the family were introduced to CHAS for end of life care. Aaron was just seven months old. At the time, baby Aaron responded well to treatment and by the end of the year, the family were able to spend Christmas together at home.

They continued to receive support from CHAS over the years, and as their family grew, they spent time at Rachel House for respite visits when the family needed a break. CHAS at Home also helped out with Aaron's care to allow mum and dad to spend some time with their other children.



During Christmas 2018, the family knew that something had changed with Aaron's condition. Throughout 2019, the family had a difficult year with Aaron's treatment, and were hopeful that things would pick up in 2020. But, they weren't to know that 2019 would be Aaron's last Christmas and 2020 would be the most heart-breaking year of their lives.

In January, Aaron's condition started to deteriorate, and he was referred to Rachel House. The family were hopeful that this wouldn't be for end of life care, but the staff at Rachel House were transparent and honest about Aaron's condition, and always kept them updated. Aaron died at Rachel House that month surrounded by his family. Rachel and Michael describe CHAS as an extended family, they're so grateful for the support they received from everyone at CHAS and for the memories they created.

There are currently over 16,700 families in Scotland like Aaron's who need our help. We're there when needed most – in really tough days, at end of life, and after a child dies. **By fundraising for CHAS this Christmas, you'll help make sure families don't have to face the death of their child alone.**



# Your fundraising will give families a special Christmas

Knowing your child is going to die before you do is the unthinkable reality that thousands of families across Scotland have to cope with every day.

We support families through the terrifying heartbreak of knowing their child may die young.

Children's Hospices Across Scotland – better known as CHAS – is dedicated to supporting every single member of these families as they face the toughest challenge of their lives.

With love and compassion, we offer highly personalised care in hospice, hospital and home. We're committed to making sure that no matter how short their time together may be, it's a time filled with happiness and fun.

We make sure children have the opportunity for experiences they cannot have elsewhere, the freedom to be themselves, to feel the wind and sunshine on their faces, to sparkle, to laugh, to smile and to have those memorable moments of joy – moments that will be treasured forever.



Photo: Courtesy The Daily Record



**£1,000** could pay for all the food from Christmas to New Year's Day for families spending the festive season in one of our hospices – ensuring they can spend the most magical Christmas together, even if it could be their last.

This is a really challenging journey. It relies on the trust, courage and love of the families with whom we work, the dedication, compassion and expertise of our team and the professionalism of our partners across health and care services. Along the way something truly amazing happens, because in the pain of terrible grief, joy lives on.

We're dedicated to helping families celebrate the lives of their children whilst they are together – and to honour their memory after they have died.

**This Christmas will be different for most of us. But imagine this is your last Christmas with your child and you aren't able to make all the wonderful memories you would so love to do or, like Aaron's family, experience your first Christmas without your child. Your fundraising will help us make Christmas the special time of year that CHAS families deserve.**

**£45** could pay for a virtual money advice session. You'll be helping alleviate some of the additional stress and worries placed on families caring for vulnerable children that often comes at Christmas time.



## Pay it forward

This year we can't accept gifts in the same way. No more drop offs at the hospices or sacks full of presents. Something we know everyone might have to face this year. As we prepare for a digital Christmas alongside you, why not think about paying it forward by donating Christmas to CHAS. Whether it's that missed party night, a Christmas gift you might have bought or an empty seat at your table. We know Christmas this year just won't be the same but imagine this is your last Christmas with your child. Pay it forward and help us make Christmas a special time of year for CHAS families.



# Here's lots of fun and festive fundraising ideas



## Christmas forfeit challenge

One of the best ways to fundraise is to do something fun! Something that makes you smile and brings people together. It's all about doing things virtually this year so why not do a virtual Christmas forfeit challenge with your friends, family or colleagues.

All you have to do is choose your forfeit and put all your names in a hat or online generator. Every time you reach £20, £50 or even £100 in your fundraising efforts, it's time to pull a name out. If your name is picked, it's time to carry out your forfeit and share it with your supporters and us on social media @supportCHAS. We can't wait to see what forfeits you choose!

## Elf yourself e-Christmas cards

Send to clients, colleagues, friends and family, and donate the cost of what you would have spent on cards and while saving the environment.

## Online shopping

Buy your Christmas presents online through [Amazon Smile](#) or [EasyFundraising](#) (shop at hundreds of top high street retailers). Every time you shop, these platforms donate to CHAS at no extra cost to you, a percentage of what you spend.

## Donate Christmas

Why not donate the cost of a Christmas meal, present, or party night. You could do a whip-round with your friends or colleagues and donate to CHAS. Make Christmas a memory to treasure for CHAS families.



**£15**

could pay for a festive activity pack filled with silly games, cool winter crafts and fun activities, to magically transport children to Santa's Workshop in the North Pole for a few hours.

## Christmas fines

How often have you heard Michael Bubl  this week? Donate £1 for every time you hear it or why not donate whenever you watch a Christmas movie, you choose.

## Round it up

Do you work in a restaurant or caf  or know someone who does? Why not ask customers to round up the bill in December or donate £1 from every Christmas special sold in December. You'll be amazed at how quickly it adds up.

## Raffle a Christmas hamper or product

A great way to promote your business locally or why not make your own hamper full of local products to raffle to friends and family. It could be perfect for your friends, family or customers to get their hands on some lovely local products, all while supporting CHAS.

## Festive Friday

Have fun with your friends or colleagues and get into the festive spirit on Friday 11 December!

## Reindeer Run

Do you have kids in primary school or know someone who works there? Our Reindeer Run is perfect for nursery and primary age children.

## Dress it up

Get dressed up for your virtual night in and donate to CHAS. Get your sparkles out!

## Pack the pounds

Take on your own challenge and run a mile, take a squat or bake a cookie, for every pound you raise for CHAS.




★  
**ONE  
STOP  
CHRISTMAS  
SHOP**

**Monday 16 - Monday 30 November**

Shop local this Christmas and support CHAS as well. There are lots of amazing Christmas gifts on offer, all while supporting local independent businesses as well as raising money for CHAS. **All information can be found on our Facebook page in Events.**

**£150**



could pay for five telephone consultations with a nurse, doctor or pharmacist, for five families across Scotland. Your gift will provide support and reassurance to families caring for a child with complex needs.

## Reindeer Run

Support CHAS by taking on a Reindeer Run this Christmas, at your school, nursery or youth club.

Our Christmas fundraiser will benefit your school or club as well, as we're suggesting that you split your fundraising with us. Your Christmas events might be cancelled, with no bake sales or Christmas fairs happening, so let's raise money together! You can download materials to use on the day at [www.chas.org.uk/reindeer-run](http://www.chas.org.uk/reindeer-run)

Take part in your usual Daily Mile or social distance gym class and let's get through this Christmas together. We can help ensure that CHAS can provide moments of joy for children all over Scotland during the most challenging times.

Email [schools@chas.org.uk](mailto:schools@chas.org.uk) for more information.



## Festive Friday

Friday 11 December

Christmas won't be the same this year, but you still deserve some Christmas cheer! And, so do families supported by CHAS.




Keep the joy alive this Christmas for you, your colleagues, your family, and dying children across Scotland by taking part in Festive Friday on 11 December for CHAS.

Simply sign up at [www.chas.org.uk/festivefriday](http://www.chas.org.uk/festivefriday) or call 0141 779 6180 for your free Festive Friday pack, full of activities and ideas to keep the joy alive this Christmas.

Can't take part but want to help? Text Festive to 70450 to give £2. Texts cost £2 plus standard network rate.

**£5**

could pay for a handwritten letter from Santa Claus for a child with a life-shortening condition, or their sibling, providing that Christmas-time magic to fill the whole family with joy.



# How to fundraise

You know you want to fundraise this Christmas; you know why you want to fundraise, but how are you going to get started?

## Set yourself a target

Setting a target is a great way to stay motivated and raise more. In this pack, there are examples of the impact your fundraising can have across our services.

## Make some noise

Tell everyone you're doing something amazing; you're helping keep the joy alive for families across Scotland this Christmas. Facebook, Twitter and Instagram are brilliant ways to keep everyone up to date on your progress, to invite people to take part and ask for a helping hand. Don't forget to tag us in your posts – you'll find us @supportCHAS.

## Create an online fundraising page

By setting up a sponsorship page online you can get the support of friends and family all over the world by the power of sharing your personal link via email and social media. Setting up a page and collecting sponsorship online is quick and easy.

It's personal and fun and allows people to donate securely, quickly and easily with a debit/credit card and the money is transferred directly into our bank account. We can reclaim Gift Aid (25p in every £1 sponsored) from the government on all sponsorship made to your page by UK taxpayers, at no extra cost to you.

To set up your online fundraising page, just search for Children's Hospices Across Scotland on your chosen online giving platform and follow the instructions to set up your account. Don't worry if you've never set up a page before, we'll be on hand to help you through it, so get in touch!

## Donate your fundraising to CHAS

If you've chosen to fundraise offline or not through an online giving platform, you can also donate your fundraising at [www.chas.org.uk](http://www.chas.org.uk), by cheque or debit/credit card over the phone or via bank transfer. Just get in touch with us using the contact details on the last page and we can provide all the details you need.



**£2,000** could pay for our CHAS at Home Team to support a family in a remote area of Scotland to receive end of life care at home over three days, a sad reality for some families over the festive period. For many families, the reality of coming to one of our hospices is just not possible so we have a dedicated team that can provide the same level of care, in the comfort of their own home, surrounded by family and friends.

## Online fundraising hints and tips

- You can raise up to ten times more if you upload a profile picture of yourself or your workplace to your page. Make sure it's creative!
- If you can add a personal story to your fundraising page, you can raise up to 74% more. Why not tell everyone about your Christmas fundraising; how you feel and why you have chosen CHAS.
- If you make the first donation to your fundraising page, you can often raise up to 120% more than those who don't.
- Regularly posting images and updates to your online fundraising page (and sharing to your social media accounts) can help raise 46% more than those without updates.
- Don't forget to thank individuals when they donate to your page. Other people may be inclined to give when they see this and sometimes can lead to a second donation from the individual.
- It's important to communicate the impact of the donations you receive. All your friends and followers are keen to hear how their very kind gift will help keep the joy alive for families who have a difficult time ahead of them, and for some who may be celebrating their last Christmas together or first Christmas without their child. You can find lots of information and stories at [www.chas.org.uk](http://www.chas.org.uk) or on our social media.





# Get in touch

Thank you again for supporting us this Christmas. If you have any questions, please get in touch with your local fundraiser or contact us on the telephone number or email address below.

[support@chas.org.uk](mailto:support@chas.org.uk)

0141 779 6180

## Materials

Whether organising an event of your own or as part of a group, we'll provide all the materials you need – like collecting cans, buckets, posters, banners and CHAS t-shirts. Just get in touch and we'll help you to make it happen! We'll even come and virtually talk to your group about CHAS – and how your fundraising can help. To find out more, get in touch by emailing [support@chas.org.uk](mailto:support@chas.org.uk) or call us on 0141 779 6180.

## Tell us all about it

Whatever fundraising you take part in, we'd love to hear all about it. So, do tell us what you've been doing to raise money. If you use social media, don't forget to tag us in your posts – you'll find us @supportCHAS.



# CHAS

Keep the joy alive

[www.chas.org.uk](http://www.chas.org.uk)

     supportCHAS