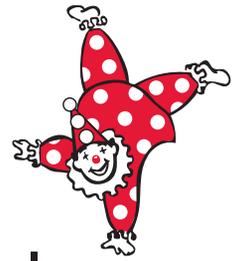


#TEAM DEMELZA



Demelza
Hospice Care for Children

Your Fundraising Kit

Supporting Demelza Hospice
Care for Children





Demelza
Hospice Care for Children

Thank you for choosing to support **Demelza**

Every penny you raise means we can continue to provide vital care and support for seriously ill babies, children and young people, and their families, when they need us most.

Every little bit of fundraising you do will make a big difference.

How's your support going to **help?**

It's about life here at Demelza; we enable those who may not live a long life to live a full life. This support can make all the difference to families like Izzy's, whose story you can read on page eight, enabling them to enjoy happy times together, making memories and spending precious time with each other.

We rely on the generosity and support of our local community. A gift and support from you today, however large or small, can help us to continue to support more families, like Izzy's.



All about Demelza

Demelza is a children's hospice charity providing vital care to families across East Sussex, Kent and South East London.

We're all about life – to help those who may not live a long life to live a full life.

We're here to provide compassionate and expert care for babies, children, young people and their families, when they need it the most.

We're here to enable families to stay and play together. To enjoy quality time in a quality place, supported by quality care.

We're here to create precious moments and happy memories, in the family home or in our family hospices – Demelza Kent in Sittingbourne and Demelza SEL in Eltham.

And if time is cut short, we're still here, to help ease the family's fear and anxiety and move forward from their loss.

As a charity, our bespoke support is free of charge to families and is available 24 hours a day, 365 days a year.

We're all about life – to help those who may not live **a long life to live a full life.**



Ready?

Here are just a few simple steps to get you ready for **YOUR** fundraising journey with Demelza.

- Get even more inspiration on our website. We've got loads of ideas to inspire you and to suit everyone. Check out: www.demelza.org.uk/helpful-fundraising
- Let us know you're fundraising for us, by calling our Fundraising team on 01795 845288 or email fundraising@demelza.org.uk
- Flick through your fundraising kit and take a look at all the resources we've designed for you. You can download these at www.demelza.org.uk/helpful-fundraising.
- **#TeamDemelza**. Let your friends, family and followers know that you're raising money for Demelza, and how they can get involved.

Every little bit of fundraising you do **will make a big difference.**



Izzy's story

Peter talks about how Demelza has helped him cope with the loss of his granddaughter and how it has inspired him to fundraise for our charity.

Isabelle, or Izzy to her family, was a healthy and bright child until two seizures at school revealed an aggressive and rare brain tumour.

The youngster underwent an operation to remove the tumour and had chemotherapy and radiotherapy. Sadly, the family were given the devastating news that the cancer had returned and there was nothing more that could be done.

Peter said: "We were worried it would come back. It's quite a rare gene that causes it and unfortunately Izzy had it."

Izzy's condition deteriorated and the family were referred to Demelza, ironically a charity Izzy was fond of and had fundraised for in the past. Peter explained what a difference being at Demelza Kent in Sittingbourne made to the family: "It was a relief to us. It took a lot of pressure away from us. It's got an air of calm about the place. The chefs would whip up a bit of food. We could spend as long as we wanted here. It was an awful time for the family but we could come any time we wanted to see her. She was very ill but she could still see and we used to go around the musical garden. She was clearly happy here.

"We had some laughs here as well in those last few days, it wasn't all doom and gloom. We were very lucky to have this place here for us. It's back up for all of the family, nothing was too much trouble. It is an amazing place. We shed a few tears but not many, it was mainly laughter."

Izzy's death, at the age of nine, has inspired the 59-year-old to take on the epic Demelza 101 bike ride from Sittingbourne to Amsterdam for Demelza. He said: "It seems like a bit of fun and I want to do it for Izzy."

Peter will always remember Izzy as "exceptionally bright. Her last school report was all A+s. She was such a clever girl, it's such a waste." He added: "Izzy had a very short life, but a very happy life."



Izzy and Peter





£40
could provide an hour of specialist care for a child in one of our hospices or in their own home.



£150
will provide a family with the opportunity to have a bereavement session with a member of our family support team.



£1,600
will enable our care team to provide care in a child's own home, in familiar, safe surroundings, by funding our East Sussex Community team for a day.



£100
could help towards buying arts and crafts materials, which can be used during art therapy sessions to allow children to explore their feelings.



£12,400
your incredibly generous gift will pay for a day's care at both of our hospices in Eltham and Sittingbourne.

How your support will make a difference

Demelza care is tailored to each family. We put together a personalised programme of care which is reviewed and adapted as a family's needs change. This could include therapies, respite and end of life care.

No matter how **big or small**, your donations will **make a difference**

Top fundraising hints and tips

Give your time. Before you set the date, make sure you've given yourself plenty of time to get everything sorted, and for people to get it in their diaries. Pick a date that's easy for people, like the weekend or a Friday, if you're doing something at work.

Find the ideal place. Think about what space you need for your event. And don't forget to tell them you're doing it for charity – you may get it for free!

Set a target and tell everyone. Once you've set your fundraising goal, tell everyone about it. Seeing how you're getting on helps to inspire people to give generously.

Spread the word. Tell people why you're doing your event or activity. Your personal reasons will really help motivate support. Facebook and Twitter are ideal for inviting and updating people. Or, how about writing a blog and sharing your progress?

Double up. Some employers are able to match your fundraising total. Why not ask? It could double your fundraising efforts.

Stay safe. Whatever you're doing to raise money, please make sure it's legal and safe. We've put together a simple guide to legal and safety issues, which you can get from www.demelza.org.uk/helpful-fundraising.

Useful sites

- Food Standards Agency
www.food.gov.uk
- Health and Safety Executive
www.hse.gov.uk
- How 2 Fundraise
www.how2fundraise.org
- Fundraising Regulator
www.fundraisingregulator.org.uk



Contact Us

Demelza Kent

Demelza House, Rook Lane,
Bobbing, Sittingbourne,
Kent, ME9 8DZ

Telephone: 01795 845 288

Demelza South East London

5 Wensley Close, Eltham,
London, SE9 5AB

Telephone: 020 8859 9804

Demelza East Sussex

150a Bexhill Road,
St Leonards On Sea,
East Sussex, TN38 8BL

Telephone: 01323 446 461



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www.demelza.org.uk

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