



Fundraising pack

Welcome to the Pace family!



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Thank you for joining the Pace family and supporting us with your fundraising. Together we can make a lasting difference to children with motor disorders, most commonly Cerebral Palsy.

In this pack you will find a whole host of fundraising tips and advice on how to make the most of your fundraising. Every pound you, your friends, colleagues, and family members raise for Pace will make a huge difference to the inspirational children.

We hope you enjoy your experience of fundraising for Pace. If you need any further information or support, please do not hesitate to contact us on 01296 614287 or at fundraising@thepacecentre.org



TOP TIP!

Remember,
however much
you raise,
you are making
a real difference

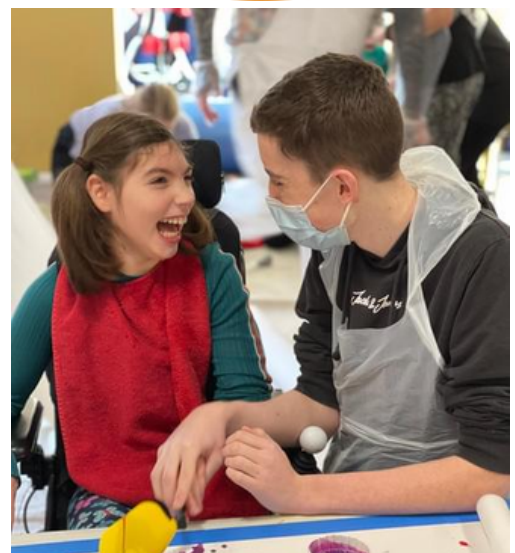
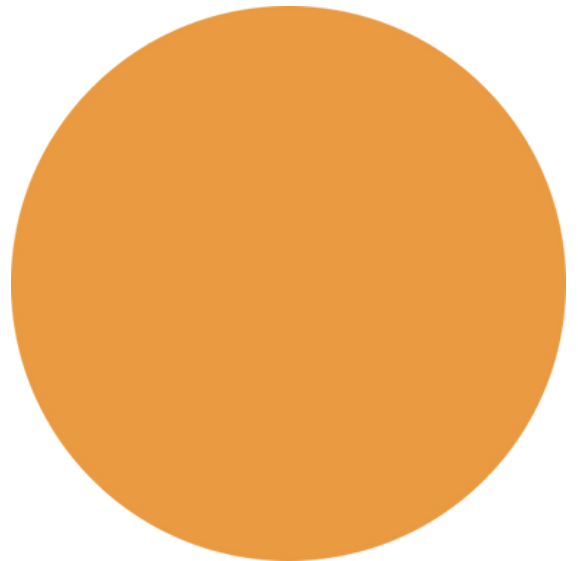
About Pace

We believe in every child's ability to progress, no matter what challenges they face.

Our specialist education and therapy teams work with babies, children, and young people from 0-18. We empower the children and their families so that they can reach their full potential and take their place in the world.

That is why we want every child in the UK with a neurodisability like cerebral palsy – and their families – to have access to life-changing support, education, and therapy, that we deliver in our services.

We rely heavily on the generosity and support of the community to run our vital services.



Charlie's story

Charlie was our first born – our gorgeous little bundle. Although his delivery was assisted there was no cause for concern. But as he got older, his health visitor highlighted that he wasn't meeting his development milestones.

Charlie went for an MRI scan, but as children develop at different rates we thought everything would be fine. But it wasn't. Charlie had cerebral palsy (CP) – brain damage affecting his movements, most obviously making his legs stiff and straight. I remember the doctor saying that Charlie would never walk. I didn't hear anything else . . . I had not been prepared to hear that, who would have been?

I went back to see the doctor with my husband Steve to learn more about our son's condition. The shock and grief for the future we'd imagined consumed me. I imagined the worst – he'd be reliant on care and support. Steve grieved too, for the son he had planned to play football with and induct into the family business. The future was now unknown.

The news affected the whole family. Steve's Dad was talking about our devastating news when a friend told him about Pace, in Aylesbury. When he told me that there was a centre, in my town, specialising in therapy and education for children like Charlie, I hardly believed it.

£10

helps provide a safe
secure environment for
parents of disabled
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First steps to Fundraising

Step 1 – The event

Decide what you want to do and think about who you know and what they would be interested in – a black tie gala dinner, a five-a-side footie match, a pub quiz, a sporting challenge or a cake sale? The options are endless.

Step 2 – The location

Where are you planning on holding your fundraising event? Could you host your event at home or at work, or at a local hotel or community centre? Think about who you know and their contacts!

Step 3 – The date

Think about which date will be best for highest attendance (if you aren't taking part in a scheduled event e.g. London Marathon) – will you have your event at the weekend or during the week? Make sure you consider other events and special dates such as national holidays or sporting fixtures which may clash with your event. Remember to give yourself enough time to plan and prepare.

Step 4 – The FUNdraising

How are you going to raise money? Will you hold a raffle or auction? Will you be selling cakes, drinks, and gifts? Will you charge to attend an event? Set yourself an ambitious but achievable target.

Step 5 – Shout it from the roof tops

Make sure everyone knows about your event... shout it from the roof tops. Share it on social media, at work with colleagues with friends and family and at any social or sporting clubs you are part of. Contact the fundraising team for poster templates, sponsorships form and leaflets and about Pace! Ask your local shops, restaurants, pubs, gyms, hotels and leisure centres to display your poster to promote your event/challenge.

Step 6 – The publicity

Could you contact your local newspaper, radio and TV station to tell them what you're doing and why? Do you know anybody who works in the industry or do they know someone who works in the industry?

Step 7 – The online part

Make sure you use Facebook and Twitter to tell people about your event. Don't forget to set up your online fundraising page and share this too, we can provide support and instructions for setting up a fundraising page if needed. If you tell us about your event/challenge, we will try to share it with our supporters on our social media platforms too! The internet is an amazing promotional and fundraising tool – make sure you use it.

Step 8 – Event day

We can provide a range of Pace merchandise for you to use at your event. If you're looking for collecting tins or buckets, banners or leaflets, just email the fundraising team and they will be delighted to help: fundraising@thepacecentre.org

Step 9 – After

If you have raised using a hardcopy sponsorship form, collect in the money you have raised and send us a cheque for the proceeds along with any empty tins or buckets. We love hearing all about what you've been up to, so please send any news or pictures to our fundraising team at fundraising@thepacecentre.org and we will try to feature as many as possible in our newsletters, on our social media pages and on our website.

Do it your way

Whether you are active or social, a master at quizzes or brilliant at baking, we have got some great ideas to help you fundraise.

Taking on a personal challenge is a great way to get as much out of an experience as you give. Pushing yourself, learning new skills and sitting just outside your comfort zone helps you relate to the children you choose to support.

Go Solo

Run – Have you always wanted to take on a running challenge, be that 25k or a marathon? Now's your chance! Choose a local or national race, sign up, share your story and your motivation and fundraise from there!

Sky Dive – Are you an adrenaline junkie, or what to face your fears? Skydives are one of the best ways to raise funds. People give big when they wouldn't take on that challenge themselves. It's great there is no training, no kit – just a lot of bravery – just like our children!

Bike Ride – Do you love cycling or at least the idea of cycling. Whether it is a road, track or downhill challenge rides are fun, social and can take you to new places around the world.

Kayaking

Sail

Hike

Swim

Experiential

TOP TIP!

Don't be frightened of asking. Once people know why you are fundraising for children at Pace, you'll be surprised at how generous they can be

Do it your way

Working together to make a difference, there is nothing more rewarding. Engaging your local community around our children and their challenge raises funds today but also spread the word about our services.

In the Community

Bake off – Hold a bake off competition at work and watch the pennies roll in

Host a tournament – Get the whole community together doing something you love

Set the Pace for Pace – Set the community a challenge and organise a sponsored walk or run

With Friends and Family

Wine Tasting – Bring family and friends together over a selection of fine wines

Summer Social – Hold a BBQ in the garden, invite friends and family and ask for a small donation

Quiz Night – You will be surprised at how competitive people get!

£50

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Where does your money go?

Everything you raise goes directly to supporting the children and families at Pace.

Every year Pace rely on supporters to raise £1 million of vital funds to support the children and families at Pace, without you, we wouldn't be able to continue to help disabled children reach their full potential.

£50

helps buy the programmes the children need to access their communication tablets

£20

helps pay for a sensory toy for our early intervention service

£360

helps a child improve movement, strength and confidence through our specialist swimming lessons

£90

helps a child with cerebral palsy to be able to use their hands by accessing our regular specialist hand clinic

£10

helps provide a safe secure environment for parents of disabled children to meet and support each other

£120

pays for a baby to access a specialist one-to-one therapy session with our child development experts



Harrison's story

The first few days were as you would expect for a premature baby, but on day six our world turned upside down.

We found out that our little boy had PVL (Periventricular leukomalacia) a form of brain damage that had resulted in a bleed on the brain. What did this mean? How would this affect him? Nobody knew. We were in a world of the unknown. It could mean severe complex disabilities. It could mean a moderate disability that affects how well he walked. We just didn't know. Of course, we had to be made aware of the worst-case scenario, and I cannot describe the feeling in my gut, my heart or my head when I heard a consultant tell me that my little boy might never move!

When I was told that Harrison would never talk, I was devastated. How can I protect him, help him, or give him what he wants or needs, if he can't tell me! Then something took over, I wasn't going to just accept that this was his lot, there had to be more out there. Harrison started nursery, which had a specialist Conductive Education group, in Putney where we lived. When Harrison was two, the Conductor from the nursery told me about Pace. She told me that Harrison would really benefit from their approach.

£20

helps pay for a
sensory toy for our
early intervention
service



Spreading the word

Gaining publicity for your event or challenge will help you raise funds, whilst raising awareness of Pace and the fantastic fundraising that you are doing.

Use your Instagram and Facebook profiles to post regular updates about your progress and tell everyone how it went afterwards.


Don't forget to share your fundraising page on here too!

Use your Twitter account to share what you are doing with contacts or local celebrities and encourage retweets.

Take some video footage of your event / challenge and post it to YouTube – then share this on Facebook, Instagram and Twitter.

Post a link to your online sponsorship page regularly, reminding all your contacts why you're fundraising for Pace. You can do this before, on the day and after your event – this will boost your fundraising.

Your local paper and radio station will be interested in your fundraising and why you are doing it, especially if you're doing something unusual or quirky. Your story has a greater chance of success if it is sent with pictures, so ask friends and family to take high quality pictures on the day – before, during and after your event.

A large orange circle graphic located in the bottom right corner of the page, containing text about tagging the organization on social media.

Don't forget to tag us
@thepacecentre
in every social media post
and use #thepacecentre

The legal bit

We want everyone to have fun and stay safe while fundraising; whether organising or attending an event. Please read these guidelines before you get going.

Get in touch with the charity when you are planning to fundraise – they will help make sure you're safe and legal. Risk assessments can help you plan a safe event for everyone. Ask the charity for more information.

Please be careful when carrying money. Always use a safe route and have somebody you trust with you at all times.

If children or young people are attending or volunteering, make sure they are supervised at all times and you have permission from their parents/guardians.

Remember: you will need permission to take pictures of people at events – including parental or guardian permission for any children.

If you're providing food, please follow advice available at www.food.gov.uk

If you're undertaking a big physical task. A trek, cycle or run, make sure you are medically fit enough to do so. Consult with your GP if you are unsure.

Keeping it legal

You'll need a license from your local authority to collect funds on the street, in public places, or if going house-to-house. You do not need a license to fundraise on private property, provided you have permission from the land owner. Refer to your local authority's website for further information.

You will also need a license if you're selling alcohol or providing entertainment, such as music. Contact your venue to see which licenses they have. Pace cannot accept any liability for your fundraising activity or event.



The money

Paying directly into our bank account

Nat West, 22 Market Square, Aylesbury, HP20 1TW

Account number 69515662

Sort code 60-01-31

Please use your name as a reference and email us to confirm the transfer
fundraising@thepacecentre.org

Paying in by cheque

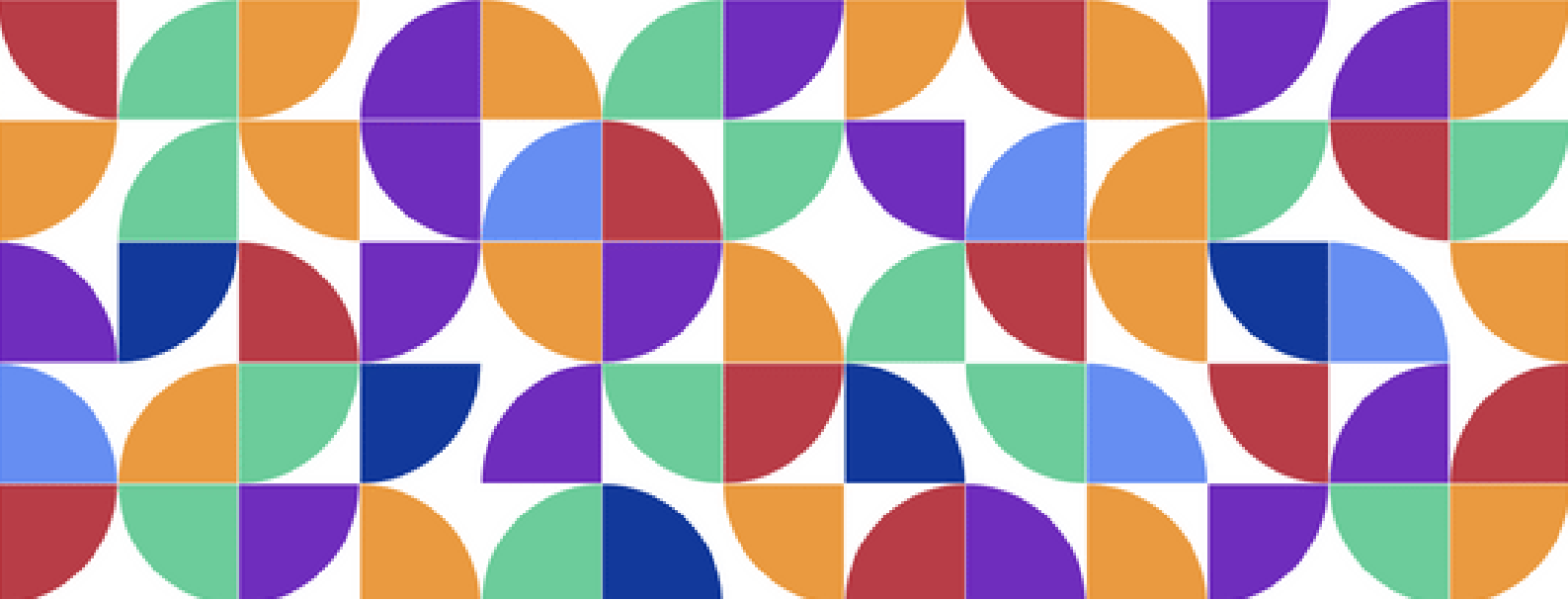
Write your cheque to 'Pace' and send it to Fundraising, Pace, 156 Wendover Road,
Aylesbury, Bucks, HP22 5TE.

Online fundraising page

If you have used an online fundraising page you can put your feet up! Your funds will automatically be sent to us, with no extra work on your part.

Gift Aid

Please encourage your eligible sponsors to make Gift Aid declarations (using their home address). We can then claim an extra 25p for every £1 donated!



Thank you for your support!

If you have any questions about anything, please contact us:

fundraising@thepacecentre.org

01296 614 287

