



# Fundraising Information Pack



Raising funds for The Mariposa Trust

Charity Divisions:



Saying Goodbye

Growing You

So Cherished

HOLDING  
HOPE



Waiting



Love In  
Every Tear

# Introduction to The Mariposa Trust

Thank you so much for wanting to fundraise for The Mariposa Trust, which you will probably know by the name of its primary division 'Saying Goodbye'.

When Zoe and Andy Clark-Coates went through the devastating loss of five babies, they saw that vital support was missing globally. They decided they would use Zoe's skills as a trained counsellor, plus their joint business acumen from running an international company, to meet the need that existed. They initially launched a not-for-profit division of their company, to provide services of remembrance and support for those who had experienced child loss. Within a matter of months, demand was so great, it became clear that it needed to become a stand-alone charity. In March of 2012, the Mariposa Trust was formed, and 'Saying Goodbye' became its primary support division.

In the years that followed, six divisions were formed, hundreds of thousands of people reached, and the Mariposa Trust firmly established itself at the forefront of bereavement support. This growth and reach was only made possible due to the extraordinary work of its fundraisers, volunteers and supporters. These amazing individuals and companies wanted to stand with the charity to make a difference, and took on challenges and fundraising activities to help support the work of the organisation.

We are delighted that you would like to join people around the UK and globally to raise funds for the Mariposa Trust. This brochure contains lots of fundraising projects that you could get involved in. It also provides ideas and inspiration of other unique events you may want to arrange. Our fundraising managers are on hand to answer any questions you may have and help guide you with your fundraising initiatives.

The work of the charity can only continue with ongoing financial support, and we are truly grateful that you want to stand with us. We always encourage people to reach out to those around them...family, friends, work colleagues...as it is often when we collaborate with others, the greatest results are achieved. So use your voice, share your story, and before you know it, you may have a team helping you arrange an event, or people queuing up to sponsor you or take part themselves. Fundraising is about maximising the opportunity to tell people about the issue of baby loss, explain about the work of the charity, and giving people the opportunity to respond generously.

The charity is funded fully by the kindness and generosity of donations and fundraising events and projects, and so every penny you raise, will truly make a difference to the ongoing work of the organisation, so please dream big, and help the Mariposa Trust bring about lasting change.

# The Mariposa Trust – 4 Main Areas of Work

## Services

Over 200 Saying Goodbye services have taken place since 2012, all around the UK, as well as in France, Ireland and the USA. These services which are held at Cathedrals, Minsters and Abbeys, provide individuals, couples, extended family and friends with the opportunity to formally acknowledge and remember the children they have lost. Mixing beautiful musical performances with poetry, acts of remembrance and more, tens of thousands of people have found peace, healing and solace in these gatherings. Since 2020, the charity has also introduced the Saying Goodbye Online events, allowing people around the world to take part in special virtual gatherings of remembrance.



## Support

For the Majority of people baby loss is both traumatic and life-changing, and the ramifications can be lifelong. Individuals and couples often suffer from feelings of isolation, PTSD, anxiety, mental health issues and physical complications, and can benefit from ongoing support. The Mariposa Trust provides comprehensive online support via its website [www.sayinggoodbye.org](http://www.sayinggoodbye.org) as well as through multiple social media platforms, and its befriending service. In addition, the charity is able to signpost people to experienced counsellors and therapists.



## Resources & Training

The Mariposa Trust became aware of the limited resources available through the NHS and beyond, for anyone losing a baby, so it set about creating vital resources. The charity now provides the 'Baby Loss and You' leaflet free of charge to all hospital trusts, and actively looks to produce other resources to assist with the care of bereaved families. The charity founder Zoe Clark-Coates, has also written several best-selling books on baby loss and grief, which are now widely used around the world. In addition, the charity looks to provide bereavement support training to midwives and medical professionals.

## Campaigning

The Mariposa Trust works with the Government, Ministers, MP's, Peers and Civil Servants to shape the provision of bereavement support, and in 2015, the charity was appointed as a stakeholder with the Department of Health and Social Care, allowing the charity to help create and influence policy.





# Fundraising 101

## – Where to start?

The first element of wanting to become a fundraiser, is to choose what sort of activity you would like to do. Do you want to be part of a group activity? Could you take on a solo challenge? Could you run a community event or organise a concert? Here are some existing projects that are run by the charity, as well as lots of ideas of other activities you could take on:



### Jump For Love

Launched in 2014, 'Jump For Love' allows you to take on a sponsored sky-dive. Whether you would like to complete a solo skydive, or take part in a tandem skydive (where you are attached to an instructor), there are multiple centres across the UK that you can use. This bucket-list challenge has seen so many people across the UK take part, and you could join the Jump for Love challenge today.

Each participant receives sponsorship forms to raise cash/cheque donations, and each participant is also asked to create a 'Just Giving' online fundraising page. This allows people to donate via debit or credit card, as well as gift aid their donations, adding 25% to the value of what they give. Each individual will also receive a 'Jump For Love' t-shirt and certificate, and

if you are able to raise over £1,000, you will also go up on in the Jump For Love Hall of Fame!

Could you take on the challenge and also get your partner, sibling, friend or co-worker to take part with you?

## Race For Love

Race for Love is a project covering all sports based fundraising for the charity. Whether you are experienced or novice, we need you to put on your running shoes, dust off your bike, pull on some Speedo's, and take on this challenge.

Each year the charity has places at events around the UK, normally at 10K, Half Marathon and full Marathon races. People can apply for these places, and become part of a team of runners taking part for the Mariposa Trust.

Alternatively, you can independently purchase a place in any other race, and nominate the Mariposa Trust as the charity you are fundraising for.

The charity are also launching a Virtual 10K option, where you can simply apply, fundraise, and take part in your own local area

By using online fundraising and traditional sponsorship forms, all runners are tasked with raising as much as they can for the charity. Each runner receives one of the new #TEAMSG running vests, plus support, training advice and more from the highly experienced 'Race for Love' team.



# RACE FOR LOVE

### Race for Love - 10K in May

The charity has launched 10K in May, where we want as many people as possible to run, cycle, swim, walk or even crawl 10K in May. You may even decide to do 10K a day in May, but we want people to sign up to one of our race places, find a local race themselves or sign up for the virtual 10K and fundraise.

### Race for Love - 10K Summer Challenge

The 10K summer challenge allows people to fundraise, in a similar way to above, but over a longer period of time.

## SG 1in4

The 'SG 1in4' challenge, is an opportunity for you to join with 3 of your friends, family members or colleagues to take on a challenge together. An estimated 1 in 4 pregnancies end in baby loss, and this challenge is about joining with others, and supporting each other through a walk, run, swim, cycle or other activity.



## Distance Challenges

Distance based challenges like 25km, 50km or 100km walks, cycling events or swims are an amazing way to fundraise for the charity. These events require a huge personal commitment, as you will often need to take on a significant amount of distance and stamina

training to be able to complete the challenge. The events do however provide an incredible opportunity to fundraise for the Mariposa Trust, as well as publicise the national and international work the charity undertakes.



## Balls

Every year fundraisers around the UK organise regional 'Balls' to raise funds for the charity. These beautiful events often require a team of people to work together, to spread the workload and achieve success. Perhaps you could consider holding a 'Winter Snowball' or a 'Mid-summer Gala?' Our team will be on hand to guide and support you, to ensure you hold an event you are proud of.





## Sundae Funday

This is a great community based activity to hold in the summer. The basis is a family fun day, all based around Ice Cream Sundaes. Perhaps you are part of a social club or sports club and could hold an event there, or perhaps your local school or church would allow you to use their grounds. Come up with wacky activities, sports challenges

and projects for people to be part of. Ask a local supermarket, shop or ice cream seller to provide free ice cream. Publicise the event, and get as many people along as possible to be part of your fundraising day.

## The Big Bake Sale

Holding a bake sale, is an amazing way of fundraising, especially for people who are not able to take part in more physical challenges. Perhaps you could bake some cakes, and your company will allow you to sell them during breaks to your co-workers. Perhaps you and some friends, could bake up a plethora of sweet treats and sell them at an event. You may even know a baker or cake designer who is willing to donate some extra products for you to sell. If you really want to push the boat out, you could run a local competition for people to enter their cakes, which are then auctioned off, the possibilities are endless.



Here is an A-Z list of fundraising ideas, but why not think outside the box, and come up with new ideas you could take on:

## A

Auctions, Art Sales, Assault Course

## B

Book Sale, BBQ, Barn Dance, Bingo, Belly Dancing Challenge, Beauty Evening

## C

Car Wash, Cricket Match, Coffee Morning, Concert, Comedy Evening

## D

Dog Wash, Darts Evening

## E

Exercise Marathon, Eating Competition

## F

Football Tournament, Fete

## G

Garden Party, Golf Tournament, 'Guys and Dolls' themed party

## H

Horse Show, Hula Hoop Competition

## I

It's a Knockout

## J

Jumble Sale, Jazz Concert, Jenga Competition, Jewellery Sale

## K

Karaoke, Kit Kat Eating Challenge

## L

Loose Change Boxes, 3-legged Race, Line-Dancing Event

## M

Music Festival, Milkshake Madness Event, Motorcycle Rally

## N

Non Uniform Day, Nine-a-side Rugby

## O

Overnight Walk/Trek

## P

Parachute Jump, Pub Quiz, Penny Collecting

## R

Raffle, Rugby Tournament, Race for Love

## S

Swimming Challenge, Sweet Sale, Singing challenge

## T

Tennis or Table Tennis Tournament, Tombola, Treasure Hunt

## U

Unwanted Gift Sale

## V

Virtual Sports Challenge, Vegetable Challenge.

## W

Welly Toss, Wine Tasting,

## X

X-factor talent contest

## Y

Yo-yo competition

## Z

Zumba participation event



# A Simple Guide for making your fundraising event a success:

## **The Idea**

Think about what you would like to do. Try to think big, but also be realistic about what you can achieve and what time you have available to commit.

## **The Date**

Think about when you might be able to participate in or hold an event. Is it weather dependent, so ideally needs to be in warmer weather? Also the larger the event, the more time is needed for planning and to publicise it, so be realistic with the time you need to plan and organise.

## **The Location**

An event can succeed or fail on its location. Think about access by car, public transport, walking. If you need to get lots of people to take part, try to pick central locations with good access. Does it need to be indoor or outside? Do you know a school, church, community centre, sports facility, hotel or similar that would help you?

## **Building a Team**

It is vital to get people to help you if you are taking on a bigger challenge. Why not ask your family and friends, work colleagues or perhaps members of a team you are on to assist you. For larger events, you may need to find additional volunteers, which might require you speaking to a local newspaper and asking for them to help your 'Call To Action.'

## **Inform the Charity**

The charity wants to support all fundraisers in their efforts, so the sooner we know about your activity, the better. Our team can then give advice and help with any issues you may be facing.

## Publicity

One of the best ways to increase the sponsorship you raise is by publicising your event. Whether that be speaking to your local newspaper, and asking them to run an article, speaking to a radio station, and asking to be a guest on one of their shows to tell people about what you are doing, or putting up posters and flyers around the area, all can be essential to gain publicity for your challenge or event.

## Online & Offline Sponsorship

While some people still like to sponsor in a traditional cash and cheque way, most people prefer to donate via an online platform. The charity will supply sponsorship forms for those wanting to take offline donations, and we recommend setting up a 'Just Giving' page to handle your online sponsorship, though other suppliers like 'Virgin Money' operate a similar system.

## Planning

The key to a successful event is to plan out what you want to achieve, the key factors needed make that happen, and then what you will or might need to reach your goal. If you are planning a small indoor event for instance, you may not need to think about weather, but you may need to think about the capacity of the venue for health and safety. If you are planning a large outdoor event, you may need a licence from the local authority, and you will need to plan for health and safety, facilities, parking, stewarding and lots more. The earlier you speak to the charity about your plans, the more help and advice we can give. Some events will require you to take out your own Public Liability Insurance. This is easy and cheap to obtain.

## How to Maximise Your Sponsorship:

- Know what you are raising money for: Understand what the charity does, and what you are raising money for, so when you then speak to people, you can answer questions they may have. If you have personally suffered the loss of a baby, then your personal story can help inspire people to give or even take part themselves. To give you an idea of what your fundraising can achieve. £10 helps to provide 50 support leaflets to a hospital. £100 can provide support books to 8 hospital bereavement suites. £500 can provide bereavement training.
- Gift Aid: Ask everyone who is donating, if they will Gift Aid their donation. As long as they are UK Tax Payers, they can Gift Aid, which increases each £1 of their donation by 25p
- Employer: Many employers support their employees when they are taking part in charitable activities. Ask if your employer will sponsor you, or whether they 'Match Fund'.
- Workplace: Let your colleagues know what you are doing by putting up posters and using your company intranet, to publicise your efforts.
- Social Media: Whether you use Facebook, Twitter, Instagram or another platform; use these to publicise what you are doing, and ask people to sponsor you. Make sure you include a link to your online giving page.
- Publicity: If you are able to get on to the radio or have a newspaper article written, don't forget to mention the need for people to sponsor you, and how they can sponsor you...you never know who might be listening or reading the article, and may want to donate.
- Sponsorship Forms: Take these with you wherever you go, and tell people what you are doing. People like to hear about people doing extraordinary things, and so if you have your sponsorship form with you, you are always able to get people to sign up to give.
- Update and Thanks: It is important to update people of your progress and also to thank people for their donations, so take a few moments to do social media updates and write some thank you notes.



## Key Things to Remember:

Take photos of your training and your actual activity, or photos of your event, to show people what you have done, and for the charity to use.

## What to do when it is over:

When all is done and dusted, we need you to do a few things.

### 1. Deposit any funds raised into the charity bank account

- Lloyds Bank
- Account – The Mariposa Trust
- Sort Code – 77-31-11
- Account Number – 35880160

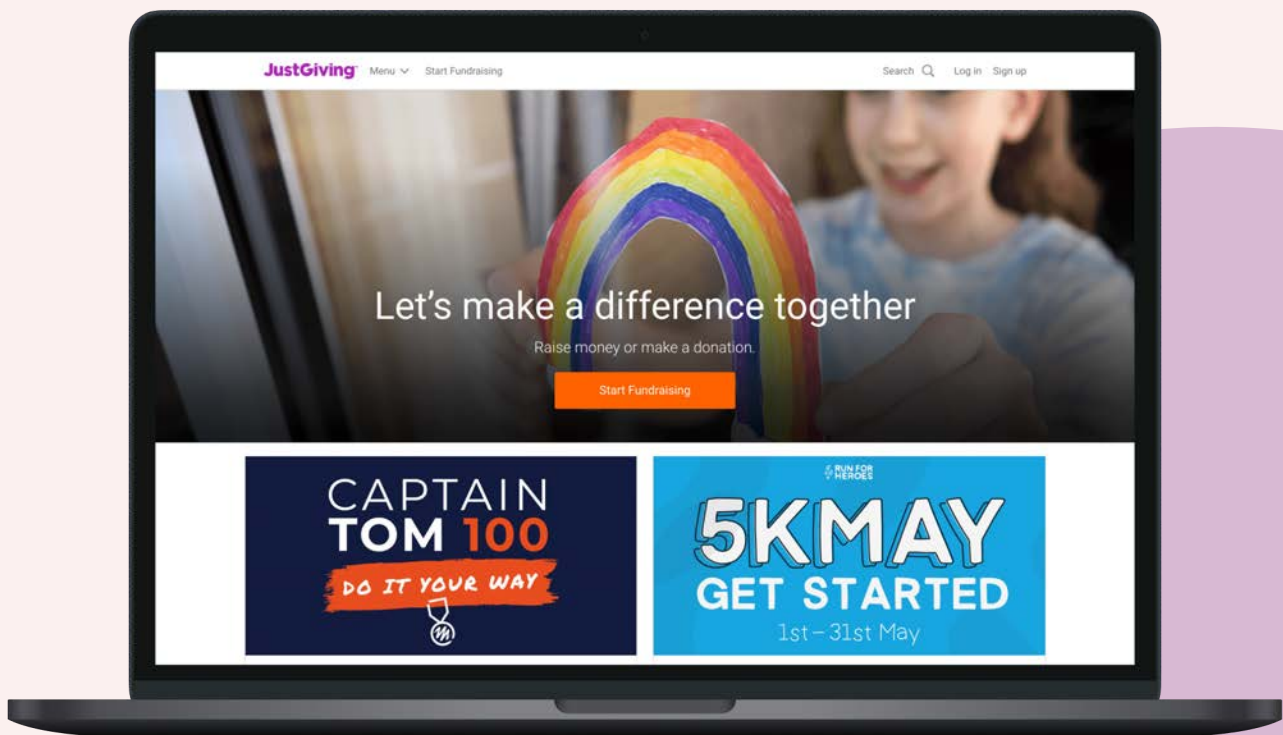
**2. Send through your sponsorship forms or a photo** of your sponsorship forms to [fundraising@sayinggoodbye.org](mailto:fundraising@sayinggoodbye.org)



## How to set up a Just Giving page:

It is simple to set up your own Just Giving page, and the following instructions will take you through the step by step process. You can create a page with photos, information on your challenge, and can link it to your social media. That way, you can tell your friends and acquaintances about what you are doing, and they can easily donate using a debit or credit card.

- Go to [www.justgiving.com](http://www.justgiving.com)
- Click on the 'Make your Page' button
- Follow the simple instructions to set up your account
- Type in 'Mariposa Trust', and it will bring up The Mariposa Trust on the charity list. Click on this to link your account to the charity
- You can now add your photo, details of your challenge and lots more information
- If you have any questions, please email [fundraising@sayinggoodbye.org](mailto:fundraising@sayinggoodbye.org)



## Press Release Template:

This is an example of a press release that you could use when contacting your local newspapers, radio and TV stations.

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Press Release – For Immediate Release

(Insert the title of your press release in capital letters...e.g. KYLIE'S ULTRA MARATHON CHALLENGE)

(Insert subtitle in title case e.g. Tackling 45-miles in memory of my lost baby)

### **You should then write 3 paragraphs,**

- Paragraph 1 – Give a summary of what is going to happen, with details of who, what, where, when, why and how. Write as if you are speaking to the reader.
- Paragraph 2 – This is where you expand the above with details of what you are doing, your personal story, including photos, quotes... Newspapers like a personal interest story.
- Paragraph 3 – Give details of how people can get involved – Sponsor, Donate, Buy Tickets etc... and also give details of the charity.

END OF PRESS RELEASE

### **Notes to Editors:**

Give extra information on what you are doing, as the more you give them, the better the chance of a larger article being run. Also, please make sure you give your full name, email and telephone number, and website for the charity.

# A Gift Aid Form

## Fundraiser's details

First name	
Surname	
Address	
Postcode	
Email	
Phone no.	
Event name	

## Gift Aid

If you pay tax, the government will give us an extra 25p for every pound you donate - at no extra cost to you. All you have to do is tick the box below marked 'Gift Aid?'. By ticking the box, you are confirming that: - you want The Mariposa Trust to claim Gift Aid on your donation - you are a UK taxpayer - you understand that if you paid less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all your donations it is your responsibility to pay any difference

## Sponsor's details

(must be completed in sponsor's own handwriting to qualify for Gift Aid)

[illegible]

## Sponsor's details

(must be completed in sponsor's own handwriting to qualify for Gift Aid)

[illegible]