



THANK YOU. THANK YOU. THANK YOU.

Everything you need to get going!

Thank you for choosing to support people struggling under the weight of grief.

Whether you have already signed up for a challenge event, or are planning to organise your own fundraising event in aid of The Loss Foundation, this fundraising pack contains everything you will need to help you meet your fundraising target.

**CREATE SOMETHING
POSITIVE FROM
LOSS**

Finding ways to turn **overwhelming, complex** feelings into gentle, positive action can be a wonderfully **healing experience**. We hope that our fundraising ideas, designed to celebrate our love and memory of the people special to us, can themselves act as a way to work through **feelings associated with loss** and give us a way to reconnect with ourselves and the things we enjoy.

SHARE YOUR STORY

Share your story and help us open up conversations about the complexity of grief and the journey through loss. Fundraising allows you to share your experiences and inspire others. Together, we're working toward a future where everyone has the bereavement support they need. **Thank you.**

Celebrating happy memories can be healing, yet we know grief is unpredictable. During your fundraising, seek support, stay safe, involve others, and take your time. **We're always here for you.**



Dr Erin Hope Thompson MBE,
Director & Founder of The Loss Foundation



GET SET, FUNDRAISE!

*Ideas and insights to **propel** your fundraising forward.*

POWER-UP YOUR FUNDRAISING POTENTIAL WITH **JUSTGIVING!**


- Create your personalised online fundraising page on **JustGiving.com**.
- **Set yourself a goal** if you haven't already (pages with a target raise an average of **46%** more!)
- Share your **personal story**, and inspire others to support your cause.
- Get personal - add **photos** and share **training updates** (pages with photos typically raise **14%** more!)
- Share your page across your **social media** networks and through email with friends and family

*Following your event, update your fundraising page and social media with highlights to gently remind those who haven't contributed yet (typically, about **20% of donations come in post-event**).*



Rohan and friends Vanessa, Maria, and Nina took on the London to Brighton Bike Ride, raising £1,660 and enabling **166 people to join a support group** to connect with others who've lost a loved one to cancer.

Learn more about the London to Brighton Bike Ride:

 thelossfoundation.org/london-to-brighton-2024

JustGiving is **easy** to use, **secure** and **directly transfers** funds to us, minimising our admin costs.

NOT ONLINE?

No problem. We've included a **sponsor form** in this pack, complete with a payment guide. It contains all the details you require to easily submit your generous donations.

CELEBRATING YOUR LOVED ONE

Honouring your **loved one**, while making **new memories**

Memorial Walk

Organise a peaceful memorial walk in a serene location, inviting close friends and family to participate and contribute to the fundraiser.



Memory Art Project

Craft a personal art project, like a scrapbook or collage, brimming with cherished memories of your loved one. Offer copies to donors as a token of appreciation for their donation.



Bake Sale with a Personal Touch

Host a bake sale with your loved one's favourite recipes. Share their passion for baking, and encourage attendees to donate in their memory.



Storytelling Night

Arrange a storytelling night for friends & family to share memories about your loved one. Attendees can make donations as a token of appreciation.





Handwritten Tribute Letters

Write personalised tribute letters to friends and family, sharing your feelings and asking for their support in the fundraiser.

Memory Crafts Workshop

Host a crafting workshop where participants can create memory boxes or other crafts inspired by your loved one's interests.



Personal Recipe Book

Create a recipe book featuring your loved one's cherished recipes and sell copies to raise funds for the cause.

Candlelight Vigil

Arrange a candlelight vigil in a tranquil setting, giving people the opportunity to remember and honour your loved one while supporting the fundraiser.



Photography Exhibition

Create an exhibition with images celebrating moments with your loved one and request donations from attendees.

Thanks to the dedication of **incredible supporters** like you, we can continue our mission to provide solace and space to grieve for those who've **lost their loved one to cancer**. Together, we're creating a world where no one endures this journey alone. **Thank you.**

*"There must be people in my local community or nearby communities that maybe are in the same position and haven't found the right place to speak. I want to **help those people** - even if it's one person, just to be able to **ease that suffering** and give someone that little **outlet**"*



- Ellie walked in memory of her mum, **Michelle**

"The ability to just sit and talk with others is life changing"

"Without this support I do not know how I would have got through this"

**BE
INSPIRED**

*"The ride was a challenge. Completing it felt like a **real achievement**. Fiona would've been **waiting with a drink for us** at the finish line"*



- **Rob** rode in memory of his friend **Fiona**

*"I cannot believe we have helped over **100 people**. That's crazy and I'm really proud considering we are both extremely lazy people 😂"*



- **Charlotte** walked in memory of her mum, **Barbara**

"Thanks for helping me learn to live again"

**544 PEOPLE
MET IN
SUPPORT
GROUP
MEETINGS**

IN 2022

**820.5
VOLUNTEER
HOURS PER
YEAR**

**76K WEBSITE
VISITORS A YEAR,
WHO LEARN
ABOUT...**

10K - NIGHTMARES
3K - PHASES OF GRIEF
1.6K - ANGER

1600+

PEOPLE
SUPPORTED IN
2022

Since you started reading this, 22 people have lost their loved one to cancer. Your fundraising will...

£25

fund a **therapy session** for someone (like Peter) who's lost their soulmate, enabling them to **grow their world around grief**.

[Read Peter's story](#)



£200

enable **20 people** to attend an **online support group**, where they'll find a safe space to express their loss, and begin to **process their grief**.

[Read John's story](#)





YOU'RE A HERO OF HEALING

Once you've collected all your money after your fundraising, bank it as soon as possible so we can get straight to work.



ONLINE

If you'd like to pay your funds in online (via bank transfer, for example), please email the team on info@thelossfoundation.org and we'll be happy to provide our bank details.



POST

Write your full name and address on the back of the cheque and make the cheque payable to 'The Loss Foundation'. Pop it in an envelope (with your sponsorship form, if you have one) and post it to:

The Loss Foundation
PO Box 81802
LONDON
N21 9HP



PHONE

If you'd prefer to return the money you've raised over the phone, call us on 0300 123 1022. You'll be guided through the process by our friendly team who are looking forward to speaking with you.

All funds raised online through **JustGiving** or any other online fundraising platform will be sent to us automatically.

THANK YOU.

Fancy a chat? Give us a call on 0300 200 4112 or email us at info@thelossfoundation.org

www.thelossfoundation.org
Tel 0300 200 4112



Registered charity number 1147362

THE LOSS FOUNDATION SPONSORSHIP FORM

TURN EVERY £1 RAISED INTO £1.25 THROUGH GIFT AID

If your sponsors are UK taxpayers, **remind them** to Gift Aid their donations. By doing so, we can **turn every £1 raised into £1.25** without any extra cost to them. Just have your supporters write their full name, home address, postcode, and tick the Gift Aid box overleaf.

Full name: _____

Address: _____

Postcode: _____

Phone: _____

Email: _____

I enclose a total of £ _____

Date: ____/____/____

PLEASE SEND YOUR COMPLETED FORM TO:
THE LOSS FOUNDATION, PO BOX 81802, LONDON
N21 9HP
MAKE CHEQUES PAYABLE TO: THE LOSS
FOUNDATION. PLEASE DO NOT SEND CASH BY
POST.



**FROM OUR USERS,
THANK YOU!**

*"The ability to just sit and
talk with others is **life
changing**"*

*"Now I know I am **not alone**
and can talk freely"*

*"Without this support I do
not know how I would have
got through this. **Thank you**"*

*"This group has given me
more **relief, release, and
comfort** than anything else
since my wife passed away"*

