Introduction

At Bobath Children’s Therapy Centre Wales we believe that fundraising should be **FUN** for you. That’s why we have put together this fundraising guide, full of great ideas, hints and tips to help you in the lead up, during and after your fundraising event and challenge.

You’ll have a brilliant time raising money for Bobath Wales and you will be making a **HUGE** difference to children from all over Wales who have cerebral palsy.

Fundraising doesn’t have to be jumping from 14,000 feet or running a marathon. All you need to do is **something** and you will be amazed at the support you will receive from friends, family and colleagues.

Let’s get fundraising!

The Fundraising Team
What is Bobath therapy?
Bobath therapy is a framework for analysis, which uses up-to-date research and knowledge to assess, analyse and provide appropriate treatment to individuals with cerebral palsy. The expertise of the three disciplines, physiotherapy, occupational therapy and speech & language therapy are combined to help each child learn the skills they need to explore their world, communicate their needs, maximise their potential and so improve their quality of life.

What happens?
Children are referred to the Centre by their consultant paediatrician, at Bobath we accept children regardless of the severity of their disability.

The service we provide is highly specialised and involves intensive therapy sessions over a short period of time, which we call ‘therapy blocks’.

We also provide ongoing support to the families and/or carers of the children we see. Our family support coordinator is only a telephone call away for families who may have problems coming to terms with their child’s disability, or who simply need advice or support.

History of the Bobath name
The Bobath concept was pioneered by Dr and Mrs Bobath with children at a Centre in London during the 1950’s. Dr Karel Bobath was a consultant neurologist and Mrs Berta Bobath was a physiotherapist. The couple were refugees from Eastern Europe and together they began their pioneering work to help treat children with cerebral palsy.

In 1990 parents who had been taking their children to the Centre in London saw an increasing need for a Bobath Centre to be established in Wales. Fundraising groups were set up throughout Wales to raise money towards the appeal.

In 1991 premises were offered at a peppercorn rent and a grant from Children in Need meant that the Centre in Wales was ready to open in June 1992.
Cerebral Palsy

What is cerebral palsy?
Cerebral palsy is a permanent disorder of posture and movement resulting from brain damage occurring in a baby or young child. Cerebral palsy is the name given to a group of conditions that occur before, during or in the first two years after birth. The damage affects both the message being received by and sent from the brain and the way in which the brain interprets the information it receives. Cerebral palsy can affect movement, sensation, perception, cognition communication and eating and drinking. In some children all of these functions are affected.

Children with cerebral palsy may experience associated difficulties such as epilepsy and others that may affect vision, hearing and learning. Some children have difficulty in perceiving spaces and judging distances, as the messages to and from the brain get jumbled up. Aspects of digestion can be problematic causing swallowing difficulties, sickness and constipation. Each child is affected differently, both in the type of cerebral palsy and the severity.
There are several ways to get involved in volunteering with Bobath Children’s Therapy Centre Wales, from fundraising events to gardening. Here are just a few possibilities...

**Volunteer Event Support**
Supporting the Bobath fundraising team in local fundraising events such as street collections, stalls at County Shows, Fetes and Christmas Markets.

**Volunteer Admin Support**
Supporting the various teams in Bobath in a range of general office duties as well as things like putting together goody bags for events and helping with large mailouts.

**Volunteer Gardener**
Keeping the garden at the Bobath Centre neat and tidy. The garden has been designed very much with the children in mind, particularly the sensory garden.

**Volunteer Collection Box Coordinator**
Helping Bobath raise its profile and much needed funds throughout Wales through placing Collection Boxes in your local community shops, pubs and clubs.

**Volunteer Charity Representative**
Representing Bobath at an event or a cheque presentation at a school, company or community group.

You might be interested in starting a **Volunteer Fundraising Group** in your area with friends and family to raise money for Bobath Children’s Therapy Centre Wales. This can involve....

- Getting friends and family together to form a group.
- Organising events big or small, selling Bobath merchandise, organising bucket collections or fundraisers based around interests such as knitting, craft etc.
- Representing Bobath and raising its profile in your local community.
- Having fun with family and friends while making a difference.
Fundraising is a vital activity for Bobath Children’s Therapy Centre Wales as we cannot raise the £1,000,000 needed each year without the support of our wonderful fundraisers like you!

There are so many ways that you can fundraise for Bobath Wales and choosing one can be really tricky. So here are a few ideas to get you started...

- Auction
- Abseiling
- Bag Pack
- Bingo
- Coffee morning
- Car boot sales
- Concert
- Dress down day at work
- Film night
- Golf day
- Jumble sale
- Karaoke
- Lottery
- Marathon/half marathon
- Masked ball
- Payroll giving
- Quiz night
- Race night
- Recycling
- Sponsored silence
- Skydive
- Snooker tournament
- Table top sale
- Talent competition
- Theme night
- Tombola
- Marathon/half marathon
- Bakes for Bobath (March)
- Lon Las Cycle Challenge (May/June)
- Dragon Boat Race (September)
- Welly Walks (October)

When you have decided what event / challenge you are going to do for Bobath you can start planning! A good event will always have good planning, here are a few tips to make sure your event goes with a bang!

**Date** - Decide on a date. Try to avoid clashing with other events in your area to maximise your support.

**Contacts** - Call in all of your favours with friends, family and colleagues. Approach local businesses for sponsorship, match-funding or raffle prizes!

**Promote** - Use posters, local press, radio, social media and the internet to publicise your event (our publicity pages will explain more about this.)

**Have Fun** - If you are having fun, your guests will too. Don’t forget to take lots of pictures of your event, we love to see how your fundraising is going.

**Keep in Touch** - Keep us up to date on how your fundraising is going, we love to hear about new events and challenges and we may be able to help!

**Funds** - Collect monies and send a cheque payable to ‘Bobath Wales’ (or pay them into the bank) as soon as possible.
Events are a great way to raise funds, here are a few things to consider when organising a fundraising event.

Safety
Unfortunately accidents can happen so we recommend that you carry out a risk assessment to ensure that the risks are minimised. For a large event you may want to contact the local police and fire service for advice.

First aid
Make sure adequate cover is available for larger events.

Insurance
Whilst we appreciate your support, Bobath Children’s Therapy Centre Wales can accept no liability for any event you undertake so it is important that you check that your insurance covers the event.

Food
To check the current food hygiene rules visit www.food.gov.uk or alternatively contact your local council.

Raffles
Small raffles held as part of a larger event are fine as long as ticket sales and the announcing of results take place during the event and there are no cash prizes. For more guidance, check the rules with your local authority or the Gaming Board of Great Britain.

Collections
House to house collection, collecting money in the street or any public place is illegal without a special licence. Contact Bobath if you would like to join in an organised collection or contact your council for a licence.

Licences
Check with your local authority whether you need to obtain any special licences e.g. public entertainment, collection or alcohol licences.
Publicity

Use every opportunity to let people know about your event. This not only increases interest in your event but also raises awareness about cerebral palsy.

Posters
The most obvious way to advertise is by using posters. If you would like some help with this please contact the fundraising team on 029 20522600. You can also see the back of this pack where you will find a ‘fill in your own’ poster.

Press and Local Radio
To maximise publicity for the event, why not phone or email your local paper and tell them what you are doing. They may be able to send a photographer or reporter to interview you.

Celebrities
If you can get a celebrity along to your event even better! You may have your own contacts with musicians, actors etc - it’s always worth a try!

Invitations
If you are holding a larger event, invitations can be an effective way of reaching specific groups. Prepare a guest list of people you wish to invite - this may include outside organisations relevant to the event, friends, local businesses, clubs and colleagues. You should ask invitees to respond by a specific date so that you can plan for the appropriate audience.

Post Event
After your event it can be effective to follow it up with post event publicity. Thanking guests and keeping them up to date with how your fundraising is going is a really good way of building lasting relationships.

We are more than happy to help you put a press release together, it may also be a good idea to list your event in the local free ads. You can also use your local newspaper/magazine letters page to publicise your event. And don’t forget to contact the radio stations and ask them to include your event on their ‘listings’ website.
Social Media and the internet are great tools when it comes to publicising your event. Using an online sponsorship page also makes it easier for donors to donate to your cause.

Set up a fundraising web page
Here at Bobath Wales we recommend fundraisers use JustGiving (justgiving.com) or Virgin Money Giving (virginmoneygiving.com) websites as they are easy and secure ways for people to donate and tell them about what you are doing.

If you have any questions about setting up an online sponsorship page please email the fundraising team on fundraising@bobathwales.org or call 029 20522600.

Social Media and Online

You can ‘Like’ the Bobath Wales facebook page (www.facebook.com/bobathwales) too for updates on our events, we will also be happy to share your event with our followers.

Twitter
Twitter is a fast paced way to tell everyone about your fundraising, where you can ask your followers to retweet you. If your tweets are interesting and relevent, news of what you’re doing could spread fast. You can put a Twitter feed on to your Virgin Money Giving or JustGiving sites too to update those who visit. Bobath Wales (@bobathwales) will always be happy to follow you and retweet your tweets.

Facebook
Facebook is a brilliant tool for fundraisers, as it allows you to communicate freely with existing and potential donors. It statistically generates the most visits to online sponsorship websites. Facebook allows you to upload your posters, photos and events keeping everyone up to date! There is also a JustGiving Facebook app so your friends can donate without leaving Facebook.
Policy and Procedures

As part of our obligations under Charity Commission Guidelines, Bobath Children’s Therapy Centre Wales has put in place the following policies and procedures as part of its support for volunteers and fundraisers.

In Aid Of
As you are fundraising ‘In aid of’ Bobath Children’s Therapy Centre Wales you have no authority from the fundraising organisation and are acting on your own initiative.

Accessibility
Always try to ensure that the venue that you are using is accessible to all.

Confidentiality
Everyone involved in Bobath Children’s Therapy Centre Wales has the right to confidentiality. The charity is committed to providing a confidential service and to integrating the principles of confidentiality throughout the organisation.

Equal opportunities and diversity
Bobath Children’s Therapy Centre Wales strives to be an equal opportunities organisation and this includes its volunteers and fundraisers. We aim to ensure that no volunteer or fundraiser is discriminated against because of their gender, marital status, sexual orientation, social class, race, ethnic origin, religious belief or disability.

Data Protection
Personal information recorded about volunteers and fundraisers is stored and maintained with appropriate safeguards for confidentiality. The charity abides by all provisions of the Data Protection Act of 1998. Volunteers who collect or administer any personal data on our supporters will also be required by law to comply with the provisions of that Act.

Media relations
The fundraising team at Bobath Children’s Therapy Centre Wales informs the media about cerebral palsy, the charity’s work to provide specialist Bobath therapy and its fundraising initiatives. Our volunteer fundraising groups and families who come to the centre are often the key to some of the charity’s best regional publicity and are encouraged to build relationships with their local newspapers to help publicise their events. There are some media matters, however, which should not be addressed by volunteers, such as the clinical work of the charity, cerebral palsy statistics or political issues. Such issues and unsolicited approaches from the media should be referred to the Bobath fundraising team.
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2010 when

May

2½, Iolan suffered his first stroke. It

affected everything, he couldn’t eat or drink, hold his

head up, sit, or talk, he just looked at me, locked in his

own body, with tears running down his cheeks, and there

was nothing I could do to help him.

It took two months of intensive physiotherapy, and a

lot of determination from Iolan to regain his previously

learned skills. Unfortunately Iolan suffered serious heart

failure just weeks later and was put on the transplant list.

Several surgeries were needed while he was waiting, for

various reasons, and during one of these, Iolan’s heart

stopped.

As a result Iolan suffered his 2nd stroke, in October

2010. It was only in March, after his transplant, that he

started doing things for himself again. Iolan has come so

far but his speech, mobility and left hand and arm have

been affected by the strokes.

Iolan is a determined 4 year old but he knows that he

can’t do things he used to be able to do, and that he isn’t

able to do everything his friends do, which can really

frustrate him at times and this leads to very difficult and

often uncontrollable behaviour.

“At best life is hard now, but the help and support

we’ve had from everyone at Bobath Children’s

Therapy Centre Wales has been amazing. Bobath

therapists have shown me how I can help Iolan to

do more for himself, even small things like helping

to take his ‘special’ arm out of his sleeve, and Iolan

has seen how he can still do some things, just in

a different way. I’ve learned how we can get tasks

done as a team, and how I can encourage Iolan to

use both arms through play. When all else fails,

I’ve also learned how I can still get routine tasks

done (dressing/undressing, nappy changing etc)

using distraction techniques when Iolan really

doesn’t want to co-operate!

I honestly didn’t think a block of Bobath therapy

could make much difference to us, but I have

been proven so wrong. Most importantly to me,

Iolan really enjoyed the therapy sessions and was

disappointed when the block finished. We both

look forward to when we can next visit Bobath

and I can’t wait to see what other skills Iolan and

I can learn and work on together”
Sponsorship Form - Event / Challenge __________________________

Name_________________________ Address __________________________

________________________________ Date of Event ________________

If you pay tax and want us to claim Gift Aid on your donation, please give your full name and home address and tick the box. In order for us to reclaim the tax on your donation, you must have paid income or capital gains tax in the UK this year equal to the tax that is reclaimed. We currently receive 25p in the pound.

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Total

Remember: Full name + Home address + Postcode + Gift Aid. After your event, please collect your sponsorship money as soon as possible. Please send a cheque or postal order to: Bobath Children’s Therapy Centre Wales, 19 Park Road, Whitchurch, Cardiff, CF14 7BP. Cheques should be made payable to Bobath Children’s Therapy Centre Wales.
This event is in aid of

Bobath Children’s Therapy Centre Wales provides specialist physiotherapy, occupational therapy and speech and language therapy to children from birth to 18 in Wales who have cerebral palsy which helps improve their quality of life.
Event Registration Form

Please complete this form in BLOCK CAPITALS

Your Details

Title: ______ First Name: ________________
Surname: ____________
Name of Organisation / Business (if any): ________________
Address (inc Postcode): ____________________________
Daytime Tel: ____________________________
Email: ____________________________

We would like to keep in contact with our supporters.
Please tick box if you DO NOT want to receive news from Bobath Wales.
We will not share your information with any third parties.

Event Details

Event Title: ____________________________
Event Date: ___________ Event Time:
Brief description of Event: ____________________________

Location: ____________________________
Event Address: ____________________________

I / We are aiming to raise: £ ______

Can we promote your event on our website /
Social Media: Yes / No

Please post or email the completed registration form to - Bobath Children’s Therapy Centre Wales, 19 Park Road, Whitchurch, Cardiff, CF14 7BP.
T:029 20522600 E: fundraising@bobathwales.org
www.bobathwales.org