

# Corporate Challenge

## Workplace Fundraising Pack

### Can your team take home the trophy?

Use your talent, entrepreneurial skills and imagination to raise vital funds for our baby hospice.

Compete with other businesses over a 30 day period this June, in a race to raise as much as you can. You could be crowned this year's winners and have lots of fun as team too!

Registration  
closes on  
18th May

£30  
per team



# Corporate Challenge

## How it works

Our Corporate Challenge provides an exciting opportunity to boost staff morale, have some fun team building and generate positive PR for your business - all whilst raising funds for Zoe's Place Baby Hospice.

After you have signed your team up for the small fee of £30, you have the 30 days of June to get creative, have fun and challenge yourselves to raise as much money as possible.

We would be delighted to see each team aiming to raise £1,000 or more. You will be competing against other businesses across the region to see who can raise the most money.

You can do whatever you like to fundraise - as long as it is safe, legal and ethical.

From bake sales and selling unwanted items, to a charity ball or donating every time your business sells a particular product or service during June, the sky is the limit with this challenge!

A dedicated fundraiser will be on hand to help and offer advice throughout the challenge too.

**By supporting our charity, you'll be helping babies and children with life-limiting and life-threatening conditions.**



You can put different departments from your organisation head to head to generate some healthy competition, but each department's fundraising will go towards your business' overall total. All businesses taking part will be featured on our social media pages, where we have over 30,000 followers.

By taking part in this challenge, you'll not only be helping to keep our doors open. The money used for donations also goes towards staff costs, bereavement services, counselling, sibling trips out and much, much more.

Children like these are cared for in our warm, welcoming, 'home from home' environment! If these adorable faces aren't motivation enough, we don't know what is!

### Key dates for your diary

#### May

We will be in touch directly to arrange a date for you to receive your fundraising materials and run through some ideas to help you on your way!

#### 1st - 30th June

Your 30 days begins to aim to raise up to £1,000 or more!

#### 1st July

Finalise all funds raised and arrange for delivery of funds to the Hospice

#### Late July

We will announce the winners!



# Fundraising ideas to get you started

## Not sure where to start?

We've pulled together some ideas to help. As long as your fundraising activities are safe and legal, you can be as creative as you like!

**1**

### Sponsored challenge:

Why not borrow an exercise bike for a cyclothon? Climb the Yorkshire 3 Peaks or walk the Cleveland Way. Ask your friends, family and colleagues to sponsor you and your team.

**2**

### Donate a percentage of sales:

Are you a bakery selling delicious goodies, or maybe your a barber giving fresh cuts! Why not donate a percentage of your sales throughout June?

**3**

### Start a 'money-can't-buy' auction or raffle:

Reach out to your friends, colleagues and clients to start an auction or raffle with exciting prizes.

**4**

### Hold a sports tournament:

Golf, darts, pool, football, the opportunities are endless. Compete against other companies in your sector or have a bit of good old in-house competition.

**5**

### Hold a bucket collection:

Contact your local supermarket, bar or independent retailer - we can provide you with all the materials you need.

**6**

### Match funding:

Ask your company to match any fundraising your team achieves as part of this challenge - a really simple way to double your fundraising total!



**SUPPORTING CHILDREN AND THEIR FAMILIES TO LIVE LIFE TO ITS FULLEST.**

# How your support helps our baby hospice

## Service provision

We can accommodate up to six babies or children at any one time. Our facilities are available for the whole family if needed.

The main aim is to provide specialist nursing care for each child whilst simultaneously providing much needed respite for parents and carers.

A referral to Zoe's Place can be made by a family member or a health care professional involved in the care of the child.

## Activities and therapies

At Zoe's Place, we focus on engaging children in a spectrum of stimulating activities. This includes painting, reading, singing, dancing, and more, offering a diverse range of experiences.

Our nursing team also arrange outings to parks and local attractions, enriching their time with varied adventures beyond the hospice walls.

We offer tailor-made therapies involving art, music, play and delightful interactions with animals too! These experiences open doors for children to discover new passions, bringing remarkable improvements to their well-being.

These moments are treasured by the children so by donating, you make a significant contribution to their happiness at Zoe's Place.



## Philosophy of care

We are a registered charity and our care is completely free of charge to all families using our services - all thanks to your donations!

Babies and children come to Zoe's Place to live life to the fullest - and we do everything we can to support each child's needs.

We are a life-line to the families we support.

## Bereavement support

Our bereavement suite offers a private and comfortable space in which parents can begin to come to terms with the loss of their child - should this happen.

This represents the saddest side of our work but it continues to be an invaluable facility in the most difficult of circumstances.

Our staff will support families to access recommended help or counselling at this time.

Our bereavement groups also aim to bring together families who have experienced loss, offering understanding and compassion in a supportive environment.

Again, your money helps us to facilitate these services.

Find details more details about our services at [www.zoes-place.org.uk](http://www.zoes-place.org.uk) or scan the QR code



# Sienna's story

Imagine being told your 6-month-old baby has just another 18 months to live.

That's the unimaginable reality parents like Sienna's face. Diagnosed with spinal muscular atrophy, her journey seemed complicated at first, but with courage and a special treatment, Sienna defied the odds, approaching her second birthday with a newfound strength.

In the face of such a difficult prognosis, Sienna's family made a courageous decision. They chose to try a trial treatment - offered by clinical specialists to infants with the most severe cases of muscular atrophy.

It was a massive risk, but their bravery prevailed, and initial tests proved successful, so they moved forward with hope. However, mum and dad were still looking for a little help, so they decided to chat about the possibilities of respite, to give them a little break from Sienna's constant care.

Further conversations with doctors alerted them to our hospice, and even though they were hesitant at first, they decided to pay us a visit.

"We knew we had to give Sienna every chance," her mum, Sian, recalls.

"We needed a little rest because caring for her around the clock was becoming tiring. However, we had to make sure any additional help was right for us, and her."

It wasn't long before Zoe's Place provided a sanctuary for Sienna. With the help of our dedicated nurse-led team, she explored sensory activities and enjoyed a world of creativity, some of which she didn't have access to at home.

Sienna and Sian at a recent Zoe's Place event



To have the respite support we offer made a huge difference. It gave her parents time to spend with each other - knowing Sienna was being well looked after.

"We can now safely say that Zoe's has been a lifeline for us. It's where Sienna can truly be herself and thrive. My initial doubts about leaving her were helped by chatting to their amazing team, who have been so kind." Sian added.

The family's unwavering love has been hugely significant, propelling them through every challenge. "Sienna is our little warrior, and we'll do whatever it takes to support her. However, it's always nice knowing that we have the support too." Sian said.

Having recently celebrated her 3rd birthday, Sienna's future looks a little different. Complications can still arise from time to time, but the care and attention provided here has become a cornerstone of her growth, where she doesn't just survive, she thrives.

Sienna's journey, once uncertain, now stands as a testament to resilience and hope.

If you want to be a part of Sienna's incredible journey and help other children like her, consider donating to Zoe's Place.



Sienna having fun at the hospice

Decorate your workplace  
with Zoe's Place bunting





# Corporate Challenge

# We're in!



# The Corporate Challenge Totaliser

**£1,000**

£1000 could go towards the daily cost of providing respite care for up to 4 children at our hospice

**£750**

£750 could go towards bereavement sessions that take place for families when they need us most

**£500**

£500 could go towards bespoke hydro-therapy sessions for children who can't access swimming elsewhere

**£250**

£250 could pay for specialist toys and equipment to help us enrich the lives of children we support

**Could your workplace take on the challenge  
to raise funds for our baby hospice?**

