



**Fundraising**

# Where to start?

Being faced with the prospect of treating your baby's plagiocephaly or brachycephaly is daunting enough – we know, because we've been in that very situation ourselves – but it can be even worse if you're not in a position to fund the treatment. Help is at hand, however, as the trustees of Headstart4Babies have experience of successful fundraising initiatives, and are on hand to help with ideas and strategies to raise money towards your baby's treatment.

We are also keenly focused on one of our longer-term goals of building a fund to enable families on low incomes to proceed with helmet treatment, and all families in need of financial assistance are welcome to apply to us for help.

This leaflet is designed to offer tips and advice on effective ways to raise funds, and to explain how you can apply for financial assistance from us. Should you have any queries, or require any specialist advice, please feel free to email us at: [info@headstart4babies.co.uk](mailto:info@headstart4babies.co.uk)

We are more than happy for you to use the Headstart4Babies name and registered charity number to support your fundraising, but please remember to contact us before you make a start. As a registered charity we are governed by the Charity Commission and must adhere to their guidelines at all times.

Founded in January 2005, Headstart4Babies is a UK registered charity (No 1112256) which helps to raise awareness of both plagiocephaly and brachycephaly, skull conditions which are increasingly prevalent in young babies.

The charity is run by Philip Saich and Karen Laker, whose son Ben was treated for severe plagiocephaly in 2004/2005. Since its launch, Headstart4Babies has given help and advice to in excess of 1,700 families.

In addition to raising awareness of the conditions and giving families help and advice, Headstart4Babies is also committed to building a fund to assist families on low incomes to proceed with treatment.

Families seeking to raise funds to pay for treatment can also access fundraising advice from the trustees of Headstart4Babies.

Further details on Headstart4Babies, including our latest news and blog, are available on our website at: [www.headstart4babies.org](http://www.headstart4babies.org)

## Applying for financial assistance from us

One of our longer-term objectives is to build a fund to assist families on low incomes to benefit from helmet therapy, and we now have limited funds available for this purpose. Should you wish to apply for financial assistance, you will need to complete and return a copy of our Financial Assessment Form and provide supporting documentation as necessary. You can obtain a copy of the form from our website, or you can request one by email at: [info@headstart4babies.co.uk](mailto:info@headstart4babies.co.uk)

As a small charity our funds are limited, but we do endeavour to help families wherever possible. In general, it is worth noting that our trustees tend to look more favourably on families who have at least attempted some form of fundraising before applying for assistance. While we recognise that this may not always be possible, we do feel that we should be regarded as a last resort for funding rather than a first port of call.

# Fundraising tips

## How can I raise money for my treatment?

Raising money is challenging at the best of times, especially with so many other good causes competing for people's hard-earned cash. However, there are a number of tried and tested ways of generating funds towards the cost of treatment, all of which can work well on their own or as part of an integrated plan. Our list is in no way exhaustive, so we would welcome any additional ideas which might have worked well for you.

### Hold an event

Local events are often successful, especially if you can get the community to rally round. Your local pub will probably happily host a charity event – a quiz night or race night, for example – especially as this will also bring customers into their establishment.

### Do something active

Running a full or half marathon can be a great way to raise money, and for the more adventurous activities such as a parachute jump or skydive tend to generate good responses. Whatever you are considering, you can set up a donations page on the Justgiving website at [www.justgiving.com](http://www.justgiving.com). All donations made to Headstart4Babies in this way will be automatically Gift Aided – a scheme under which the government adds an additional 28% to every pound donated – and ringfenced for your treatment fund.

### Do something unusual

If active events aren't quite your thing, why not try something unusual – a sponsored diet, leg wax or aerobathon, for example? Anything which captures people's imagination is likely to help you raise money.

### Talk to your employer

Most companies will have some form of charitable giving policy, and they may either make a contribution towards your treatment, donate directly to us as a registered charity or match an amount you raise through the Charities Aid Foundation scheme. We are more than happy to work with employers to raise funds if they insist on dealing with a registered charity, and we can ringfence any donations received in this way for your treatment. If you are stuck for ideas, dress-down days are always popular, and colleagues can usually be relied on to donate a fiver to come to work in jeans!

## Work with a partner

A joint effort – maybe with your baby’s nursery or pre-school, or with the local primary school if you have other children – can be very effective. A tea party, toy sale or raffle can work well, especially if you can secure a selection of attractive prizes.

## Sell your stuff

Most people have things lying around at home or in the loft which they no longer need, so why not organise a car boot sale or a garage sale? You can also sell things on eBay, and your local NCT (National Childbirth Trust) will hold regular sales at which you could sell any unwanted baby items.

## Get some publicity

Your local media will probably be very supportive, especially as your story revolves around your baby, so why not try to get some coverage in the paper, or even on TV or the radio? If you have a local parish newsletter, try to get an article published in there too.





Learn more, discover some inspiring success stories,  
sign up for our newsletter and make a donation at:  
[www.headstart4babies.org](http://www.headstart4babies.org)

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