

# Petals

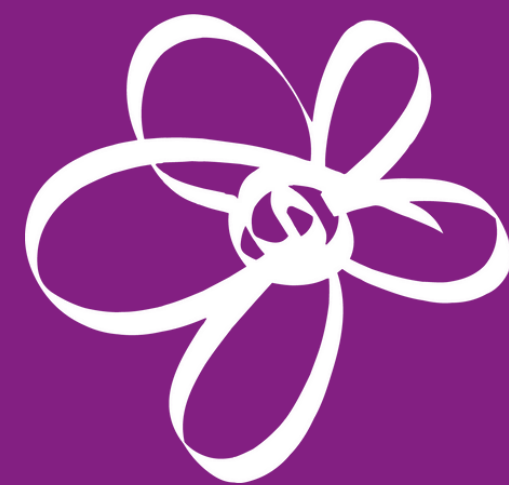
The Baby Loss Counselling Charity



YOUR TEAM PETALS  
CHALLENGE STARTS  
HERE



# THANK YOU!



From everyone at Petals, THANK YOU for taking on a challenge to support our work. We are so pleased to have you on the team. The money you raise will make a real difference to the lives of many bereaved parents.

Our service provides a lifeline to grieving families who have nowhere else to turn in the darkest of times. It's thanks to people like you that we can offer them the full support they need when they need it most.



Every year hundreds of parents experience the loss of a pregnancy or baby and we're working hard to make sure we can support as many of these parents as possible.

Whether you are raising £200 or £2,000 for Petals, every pound raised takes us closer to achieving our goals.

Petals  
provided over  
4,900  
individual  
counselling  
sessions in  
2022



# TOP FIVE TIPS TO GET YOU STARTED

We know that fundraising can be daunting which is why we've put together these top tips to help get you started.

£1,200 will  
fund one  
new  
Petals  
approved  
counsellor

1

**Create Your Own Fundraising Page** – you can find Petals on [JustGiving](#). It's quick and easy to create your fundraising page, then all you need to do is share your page with family and friends and any money raised will go straight to Petals.

2

**Make It Personal** – tell people why you are doing your challenge and how they can support you. Make it clear what this challenge means to you and how much any support will help.

3

**Keep It Fresh** – upload a profile picture, this will increase your fundraising. Take selfies whilst training or fundraising, every time you add a photo you will see your total go up. So, get snapping!

4

**Set A Target** – to help keep you motivated, set yourself a fundraising target. Make sure you add it to your page so friends and family know too.

5

**Share Your Page** – if you are on social media don't be afraid to share your page, let all your friends and family know what you are doing. Why not add a link to your page on your work email signature or email your colleagues?

Raising £80  
will enable  
Petals to fund  
one  
counselling  
session



# BOOST YOUR TOTAL

## Gift Aid

Make every pound count with gift aid, for every £1 donated with Gift Aid, Petals will receive an extra 25p from the government at not extra cost to you or your donor!

## Match Funding

Many companies offer employees the chance to increase their fundraising total by matching the amount raised. Some companies will match the full amount whilst other may offer a maximum amount. Why not ask your HR department if your company will match your total?



*“I will always believe that counselling saved my life. I nearly gave up, but the support and genuine care that I felt from the counsellor made me believe I could get through it – words will never be enough to explain this.”*



## QUICK & EASY FUNDRAISING IDEAS

It's always good to have a few tools to help give your fundraising a boost to help you reach your target. Our favourites are:

**Petals Sweepstake Poster** – ask everyone to guess how long it will take you to do your challenge in return for a donation of course.

**Hold A Quiz Night** - either virtually or in person, quiz nights are a great way to get people together whilst helping your favourite cause.

**The Great Petals Bake Sale** – it's been a long tradition in Petals fundraising circles to hold bake sales to raise money. Who doesn't enjoy a natter and a slice of cake?





# GET IN TOUCH



For branded materials, collection boxes  
or further fundraising advice

email: [fundraising@petalscharity.org](mailto:fundraising@petalscharity.org)

or

call 07513 701786/07513 701783.



**The Baby Loss Counselling Charity**