

St Christopher's

Reindeer Dash 2021



Pick the date and distance when your pupils can dash to support St Christopher's – all wearing reindeer antlers just like Rudolph Junior!

www.stchristophers.org.uk/reindeer-dash

StChristopher's
More than just a hospice

Thank you



Thank you for signing up to take part in St Christopher's Reindeer Dash 2021. This December, all across south east London, schools and nurseries will be raising funds for their local hospice by organising their own Reindeer Dash. Teachers and children set and complete a collective target distance around their playground or hall on any day in December – all while wearing our fabulous fetching Reindeer Dash antlers!

What is it?

Our Reindeer Dash is a great way for you to have some festive fun with your children before you break up for the holidays. We provide the antlers and help you create your own fundraising page – you provide all the 'reindeer'!

The distance can be set by yourselves and we're asking for children and teachers to collect sponsorship to raise money for the hospice. We'll provide everything you need to participate and fundraise – all you have to do is set a date, share your fundraising page and get those antlers on!

When is it?

Choose a date that suits you. It can be any time in December. We recommend choosing a date as early as possible so that you can let parents know and watch the excitement build in the lead up to the day!

Where is it?

Again, it's up to you! Ideally, you'll choose a nice open space where your children (your reindeer on the day!) can dash around freely and safely. We would recommend your playground or school field. If the weather isn't going to be great, you could move it indoors in your school hall.

Fundraising

Why do we need your support?

St Christopher's Hospice is a charity providing end of life care for people living in Croydon, Bromley, Lambeth, Lewisham and Southwark. Every year it costs us £23 million to deliver our care, two thirds of which is fundraised by amazing individuals, organisations, and groups like yours. You can find out more about our care later in this booklet.

JustGiving

The quickest and easiest way for you to fundraise through your Reindeer Dash is to create an online fundraising page using JustGiving. You can do so by starting at www.justgiving.com/campaign/stchristophersreindeerdash2021.

Visit the link above, then select the '**Start fundraising**' button on the right-hand side under the heading '**Be a fundraiser**'. Follow the instructions to create a page for your school or nursery. Then it's important that you share it far and wide and encourage your teachers, parents, friends and family members to support the amazing thing you're doing! If you have any issues creating your page, please get in touch and we will be happy to help.

Raising money

Here are a few extra ideas to help you raise money for your local hospice:

- Hold a bake sale on the day of your dash – who wouldn't love to munch on a reindeer cookie or two?
- Encourage the children to pay a small amount to wear a festive jumper on the day and then offer a prize for the best one
- Ask parents to share small change so you can create a 'penny line' across the playground.

If you have a great reindeer-themed fundraising idea of your own, please share it with us so we can share it with others.



On the day

The key to a great Reindeer Dash is preparation. We know you'll be busy in the lead up to the holidays so here's a 10-step checklist to help make it easy!

- 1 Read through this Reindeer Dash booklet for ideas and inspiration – if you have a great extra fundraising idea, please let us know
- 2 Set a date for your Reindeer Dash and let us know – so that we can be there on the day too, cheering you all on
- 3 Create your fundraising page at www.justgiving.com/campaign/stchristophersreindeerdash2021
- 4 Tell the children what they will be doing this December – we've created a special letter from 'Rudolph Junior' that you can customise
- 5 Share your fundraising page far and wide and encourage everyone you share it with to pass in on to all their contacts as well
- 6 Share what you're doing with parents, in the local community and online – we've created a letter for the grown-ups that you can customise
- 7 Get in touch with the Fundraising Team at St Christopher's if you have any questions at all – we're here to help so don't hesitate to ask away
- 8 You *have* remembered to share your fundraising page haven't you? The more you share, the more you raise!
- 9 Check over the location of your Reindeer Dash and make sure it's safe for the children to run around there
- 10 Get dashing on the day! And make sure you take photos and share them with us so we can see how well you've all done.

Throughout December we'll be flying about to all of the lovely schools and nurseries taking part – and we would love to visit you. If you let us know the date of your Reindeer Dash, a friendly member of our team can visit you on the day. We can even do an age-appropriate assembly before or on the day of your Reindeer Dash to tell the children what they'll be doing and why it's so great that they're doing it.

About us



At St Christopher's Hospice our vision is of a world in which all dying people and those close to them have access to care and support, whenever and wherever they need it.

Each person is unique and we tailor our care to meet social, emotional and spiritual needs, as well as manage physical symptoms. Our goal is to help people live well until they die and support those affected by the loss of a friend or relative. Last year we provided care and support to nearly 5,000 patients and 2,000 carers and family members, across south east London, both at home and in the hospice.

We strongly believe that everyone should have access to the best care at

the end of their lives, and through a blend of expert practice, education and research, we work with people across the world, to improve and develop hospice care.

We were founded in 1967 by Dame Cicely Saunders and, more than 50 years later, her words still remain at the heart of everything we do: "You matter because you are you and you matter until the last moment of your life."

As a registered charity we need to raise £15 million every year to continue to care for people when it matters most. Without the support of our local communities this wouldn't be possible. Thank you, from us all, for your support.

Here to help

We know that December will be a busy time for you and we're so grateful to have your support.

That's why we're here to help you with anything you need to make your Reindeer Dash great. Whether its advice before the big day, promoting your Reindeer Dash on our social media, visiting for a chat or providing fundraising materials – we're here to help.

Getting in touch

To speak to a member of our friendly Fundraising Team, please call **020 8768 4575**. If you'd prefer to email us instead, send it to **reindeerdash@stchristophers.org.uk** and we'll get back to you just as soon as we can.



Getting donations to us

JustGiving

The easiest way to get your donations to us is to create a JustGiving online fundraising page. You can personalise your page, and once it is set up, you just need to share it and start fundraising. We handle the rest to ensure your donations reach us safely. You can set up your online fundraising page at www.justgiving.com/campaign/stchristophersreindeerdash2021.

Cash donations

We can provide you with sealed collection tins and buckets and our volunteers can collect these from you and return them to the hospice after your dash. Or you can bring them in to us. We'll do the counting and let you know how much you have raised!

Donating by bank transfer

If you would prefer to donate by bank transfer, that's absolutely fine. Just let us know and we'll send you our bank details.

Doing a bit of each?

That's not a problem. Whatever way you send your donations to us, we'll track them and make sure they are all in one place so you know how much you have raised.

Thank you for supporting St Christopher's

Don't forget to tell us you've signed up. Why not announce your participation in the St Christopher's 2021 Reindeer Dash on social media? Remember to tag us – we're @StChrisHospice on Facebook, Instagram and Twitter and you can also use the hashtag #ReindeerDash. Good luck and happy dashing!



If you would like this information in a different format, such as audio tape, braille or large print, or in another language, please speak to the Communications Team on **020 8768 4500** or email communications@stchristophers.org.uk.

StChristopher's

More than just a hospice

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