

Fundraising Guide

For every child in Scotland... laughter is the best medicine




#OWBBT



Supported by
DC THOMSON
MEDIA

Welcome Fae Oor Team!

Welcome to your guide to fundraising as part of the Oor Wullie's BIG Bucket Trail. We are so glad that you've chosen to support Scotland's three national children's hospital charities and can't thank you enough for the difference you're making.

Life is precious. We want to radically transform the experiences of children and young people in hospital and look after future generations by raising millions of pounds through this very special event. We believe in the generous spirit of the people of Scotland. Together we want to make Scotland smile, with the help of our pal Oor Wullie.

We've put together this guide to help you with your fundraising activities and hopefully inspire you to think of new ways to make your fundraising as successful as possible.

Yours gratefully,

The Fundraising teams





About The Project

Please allow us to tell you a bit about a braw initiative brought to you by Scotland's three national children's hospital charities, DC Thomson Media and Wild in Art that will unite businesses, communities, artists and schools, and leave a lasting legacy for Scotland.

For 11 weeks this summer, the streets and open spaces of Glasgow, Edinburgh, Aberdeen, Dundee, Inverness & beyond will become home to more than 200 individually designed giant Oor Wullie statues – showcasing the wealth of creative talent in the country, whilst positively contributing to the economic, cultural & social life of the nation. The sculptures are then auctioned to raise significant funds for each of the charities involved.

This is the first time that all of Scotland's Children's Hospitals have united for the same worthy cause. This campaign will enable us to transform the lives of huge numbers of babies, children and young people in Scotland.

Scotland's children's hospital charities have one united vision:

Together we care for over 450,000 babies, children and young people every year and we strive to provide exceptional care for children and families. We believe nothing should get in the way of being a child.

Funds raised from Oor Wullie's BIG Bucket Trail will create a lasting legacy for future generations going towards:

- The very latest medical equipment
- Family support services
- Pioneering research and development
- Age and needs appropriate play programmes
- Specialist staff & training
- Child-friendly hospital, play & recreation spaces

Fundraising ideas

We know you'll have loads of brilliant fundraising ideas of your own - just like Oor Wullie and his get rich schemes, but here are a few we've come up with to help you hold your own themed fundraising events:

Individual events

Setting yourself an individual challenge is a classic route to fundraising success.

- Sponsor how many Oor Wullie sculptures you can tick off in a weekend.
- Create your own Oor Wullie BIG Bucket Trail sculpture and auction it off – just like the real thing!
- Arrange an Oor Wullie Annual Read-a-thon - Get sponsored to read Oor Wullie annuals, readily available in second hand shops across Scotland.
- Why don't you auction some of your old Oor Wullie annuals from the attic?
- Talk like Oor Wullie Day – one for work or schools.
- Gie something up!

Team events

Already involved with a group or club? Together you can show you are a powerful team.

- Create a virtual sponsored walk, swim or cycle – try a sponsored distance challenge that relates to Oor Wullie's BIG Bucket trail. Get a treadmill, exercise bike or rowing machine set up and work in teams to see who can get the best time around the Trail.
- Or actually do a sponsored bike ride or run around the Trail.
- Host an OWBBT Fancy Dress sporting event.
- Holding a summer gala? Why not hold a "Guess the weight of Ma's dumpling cake" or "number of boiled joob-jobs in a jar" competition.
- Incorporate an Oor Wullie themed highland games to your gala – complete with welly throwing, conkers and wheelbarrow races.
- OWBBT Bag Pack – Ask permission from your local supermarket to do a bag pack for their customers (dressed in dungarees of course). Ask the customers for donations in return for your speedy team-work packing.
- Hold a football tournament at your local park or five-a-side venue and ask players to donate to play.
- Host a Board Game Tournament or Video Game Tournament - Oor Wullie loves a gemme!
- Create the longest chain of buckets, paper clips, line of coins and get sponsored per metre.
- Golf clubs - Why not organise a best ball or hole-in-one competition at your golf club? Or take on the ultimate challenge to complete as many holes of golf in a day as you can!



Fundraising ideas cont

Fundraise at Work

It's time to inject some serious Oor Wullie style fun into the proceedings. Fundraising is a great way to get everyone to work together towards a common goal. It can also be a chance for a bit of healthy competition between teams.

- Organise a sweepstake for the Oor Wullie BIG Bucket Trail auctions in August.
- Reserve a premium parking space in your company's lot. This can then be auctioned off to the highest bidder or given out through a raffle.
- Get everyone in the office to donate their last hour's pay for the month.
- Guess the bairn - everyone brings a picture of themselves as a baby and people pay to guess who's who.
- Dress up or down day. Make a change from your usual workwear and wear something different for a day with the Oor Wullie character lookalike challenge!

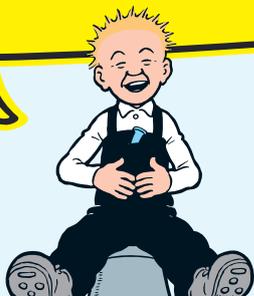


Quick Wins!

- OWBBT Charity Tuck Shop
- Collection Bucket at reception
- Oor Wullie Themed Quiz night
- Company car wash

It's a match!

Did you know that lots of companies have pledged to match whatever their employees raise? Don't forget to ask if your workplace can support your fundraising in this way.



Selfie Challenge!



The Selfie Challenge is a great way of bringing businesses, office blocks or chamber of commerce members together for some healthy competition.

Teams compete to get as many selfies with sculptures as they can within a time limit. It's as simple as that - here's how it worked in Brighton.....

Fourteen teams from businesses across the city took part in the Brighton Selfie Challenge. Teams of up to six had two hours to get to as many sculptures as possible and post a team selfie on Twitter as proof. Teams met in the centre of town for a briefing session and press photos. They had two hours to get to as many sculptures on foot as possible before meeting at the end of Brighton Pier for refreshments, results and awards. Each team paid £200 to enter and the event raised over £3,000 plus.

Fundraising ideas cont

Fundraise in your School

- **An Art Exhibition** - Capitalise on the creative vibe of the OWBBT by staging your own art exhibition. It could be themed around Oor Wullie or a wider brief. Funny or thought provoking, children's art is always surprising and mums, dads, grandparents, carers and friends will love to see their mini masterpiece.
- **A Big Cycle-thon** - You could have a sponsored bike ride or scooter event, Oor Wullie enjoys riding his bike and it's a great way for your children to get active, have some outdoor fun and raise funds.
- **Penalty Shoot Out** - Football is one of Oor Wullie's favourite sports. How many goals can you score in five minutes? Which class will score the most? And how will the teachers fare? A sponsored Penalty Shoot Out is easy to organise and fun for all ages. Why not wear your favourite kit and organise yourselves into teams?
- **A Scots Spell-a-thon** - Test your pupils by holding a sponsored spell-a-thon. Task your class with learning ten, twenty or even a hundred words and ask parents and carers to sponsor them for every one they spell correctly. This works for times tables too! Or see who can read the most Oor Wullie stories.
- **Big Bake Off** - Most people love a bit of cake, and Oor Wullie certainly is no exception. Why not hold a Bake Sale over lunch, you could have a Scottish theme with shortbread and Saltire decorations and see how creative children, parents and staff can be! Selling tea, coffee and hot chocolate or holding a raffle as part of your event will also help to boost your profits.
- **Dress Down Day** - Wear tartan or dress as Oor Wullie for the day with dungarees and spikey hair and contribute a small donation for the pleasure.
- **Spikey Hair Day** - Oor Wullie is famous for his spikey blond hair, your school can raise money by making a donation to spike their own hair or come in with crazy hairdos.
- **Sponsored Silence** - Oor Wullie is always talking to his pals Fat Bob, Wee Eck and Soapy Soutar. You could challenge your pupils to take part in a sponsored silence and see who can last the longest.

You could run a talent contest, a teachers lip sync challenge or a sponsored walk. There are so many things you can do to fundraise – we would love to hear the crazy things your school can come up with!

Whatever you decide to do we know you will have a great time supporting your local children's hospital, and your hard work will mean we can continue to offer the first class support our communities deserve.

Keep up to date
with all my **BIG**
Bucket Trail news
on **Facebook**
and **Twitter!**



Getting Started

By joining this fantastic project and raising funds for us you will be helping to make a massive, positive difference to the work that takes place every day in our children's hospitals.

Our friendly fundraising teams will be happy to help you and provide any fundraising materials that you might need including sponsor forms, collection boxes, banners and balloons. Whatever you decide to do, we hope you'll have a great time supporting our great charities. Your hard work will mean that we are able to ensure that we continue to offer the best care and experience in our hospitals across Scotland. Thank you for being part of this project and we look forward to helping you to raise some loot for this amazing cause.

Select your Charity

To keep it simple we would like you to support your closest charity, either geographically or the one closest to your heart.

Edinburgh Children's Hospital Charity

✉ hello@echcharity.org

www.echcharity.org

Scottish Charity No. SCO39521



Glasgow Children's Hospital Charity

✉ info@glasgowchildrenshospitalcharity.org

www.glasgowchildrenshospitalcharity.org

Scottish Charity No. SC007856



The ARCHIE Foundation

✉ hello@archie.org

www.archie.org

Scottish Charity No. SC020862



Fundraising Top Tips

You've decided what you want to do. Braw!
Here are 10 helpful tips to power you on to success.

1 Choose which Charity you would like to support

Choose which Charity you would like to support – The ARCHIE Foundation, Glasgow Children's Hospital Charity or Edinburgh Children's Hospital Charity.

2 Prepare a plan

Create a timeline so you give yourself a good run in to your event for advertising, organisation and fundraising.

3 Call in a few favours

Your friends are a talented bunch. Do you know a master baker? A face painter? Or someone who can offer you a venue free of charge? Then get them on board. Together you'll be unstoppable.

4 How will your activity raise money?

It may seem obvious, but it's surprisingly easy to get so caught up in the fun of organising an activity. Be sure to take the time to consider exactly how your activity will raise money, particularly if there is expense involved in organising it.

5 Get in touch and tell us your plans. We would love to support you.

Like our Facebook page ([facebook.com/OWBIGbuckettrail](https://www.facebook.com/OWBIGbuckettrail)) and follow us on Twitter (@OWBIGBucket) to keep up to date with all the latest news and events and tell us how you're getting on with your fundraising – you never know who you might inspire.

6 Online fundraising pages

Add a picture, set yourself a target, tell people what you're doing, and why you've chosen to raise money for us. People will be much more interested if they know your story.

7 Share it Shamelessly

Tweet it. Share it. Facebook it. Instagram it. Create regular and colourful posts to get your friends and family behind you, and clicking the link to your fundraising page. Don't forget to tag & share your pictures with us on social media [#oorwulliesbigbuckettrail](#) [#OWBTT](#)

8 Use your collection box and pledge grid

Available on our website to help tally up and collect your pledges.

9 One final push

Around 20% of donations come in after your fundraising event, so it's never too late to smash your target!

10 Thanking and Banking

Please remember to thank your helpers and supporters and celebrate the success of your fundraising with them. Once you've collected all your money or finished raising sponsorship online, just pay in your cash or close your online page.



Keep up to date with all my
BIG Bucket Trail news on
Facebook and Twitter!

The impact you can make

Scotland's national children's hospital charities have one united vision:

To provide exceptional care for children and families. We believe nothing should get in the way of being a child. Together we care for over 453,000 babies, children and young people every year.

Funds raised from Oor Wullie's BIG Bucket Trail will create a lasting legacy for future generations.

How does your support help?

Thanks to our wonderful supporters, Scotland's national children's hospital charities can fund enhanced medical equipment, pioneering research and support services. How does your support help?

£20

could help to buy arts and crafts materials, to help put a smile on a young patients face.

£100

could help to decorate a treatment or waiting room so that it is a welcoming and positive environment for young patients.

£50

could help to support a family with travel, accommodation and subsistence costs during their toughest days.

£150

could help to support pioneering research for future generations of children in Scotland.



“A visit by two of the brilliant Clowndoctors can cheer up a whole ward of children and their families.”

The Difference Your Help Makes to Our Young Patients

Meet Daniel

Four year old Daniel has endured over 9,000 hours hooked up to a dialysis machine to keep him alive. In December 2017, Daniel was given the most precious gift of all from his Auntie - a new kidney. Mum, Louise is delighted to support Glasgow Children's Hospital Charity and their current appeal to support the Renal ward at Scotland's busiest children's hospital, the Royal Hospital for Children in Glasgow

"Nothing could have prepared us for what life would be like with a baby this poorly. Daniel has had 20 operations so far in his short life. It broke our heart to see him so unwell and we just wanted our little boy to live a normal life."



Meet Madeleine and Paula

Madeleine was born with a cleft palette and a significant eye condition and had her first operation when she was just ten months old. Mum, Paula, has been coping with Madeleine's multiple conditions for 15 years now and life has been tough for them both.

Madeleine had to stay in hospital for a week to recover from major surgery on her spine. "She will be off school for around a month," says Paula, "and life just doesn't feel normal. If it wasn't for the DVDs, the Wi-Fi and the other great distractions and activities provided, the kids here would feel very frustrated."

Edinburgh Children's Hospital Charity funds support for families while their children are in hospital. "Knowing you can have a shower, make your own food and relax makes all the difference," says Paula, "without support like this, I really don't know what I'd do."

Meet Chantelle Stewart, ARCHIE Paediatric Pain Clinical Nurse Specialist

Chantelle has been the ARCHIE Paediatric Pain Clinical Nurse Specialist since 2014. Without funding from The ARCHIE Foundation there would be no Pain Specialist at Royal Aberdeen Children's Hospital.

Chantelle works with young patients dealing with acute pain at RACH. Part of her role is also to train nursing staff to increase the number of nurses who have specialist skills in pain management at RACH, which of course has a clear benefit to patients and their families.

Chantelle also provides support for patients suffering chronic pain at a fortnightly clinic and also supports palliative patients. This is a vital service that makes a really important difference to children and families at the most difficult of times.



Thanks to supporters like you, we can help children like Madeleine and Daniel receive the best possible care during their time in hospital from specialists like Chantelle. Thank you.

How to Donate

Each charity has separate 'how to pay in your funds' guidelines and have 'donate' features on their websites. Use the contact details for your chosen charity below to celebrate how well you have done and arrange to pay in your well-earned total.



Edinburgh Children's Hospital Charity

✉ hello@echcharity.org
☎ 0131 668 4949



Glasgow Children's Hospital Charity

✉ info@glasgowchildrenshospitalcharity.org
☎ 0141 212 8750



The ARCHIE Foundation

✉ hello@archie.org
☎ Aberdeen 01224 559559
☎ Dundee 01382 496203
☎ Inverness 01463 888258



Other Ways to Help

Tap to Donate

Look out for the tap to donate Oor Wullie Sculptures on the trails!

Volunteer at an Event

Fundraising events rely on the support of volunteers to run smoothly. Could you or your community group help?

OWBBT Shops

From Oor Wullie travel mugs and pin badges to t-shirts, bags and paint your own figurines. Online at www.oorwullie.com/shop or in our city HQ's.

**Arnold
Clark**
National Sponsor

Scottish
citylink
Connecting Scotland
Discovery Partner

avian
Design Partner



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