



greenfingers
charity

creating magical gardens
for children in hospices

Get Involved



www.greenfingerscharity.org.uk

Registered charity number 1076640

Find Your Fundraising Inspiration

We would like to invite you to be part of our Silver Appeal and help thousands of life-limited children, their families and carers who spend time in hospices, enjoy precious time outside in a magical Greenfingers garden.

Through the Silver Appeal, which will run from January 2022 to the end of 2024, our 25th Anniversary year, we are aiming to raise £2,000,025.

This will enable us to create more well-designed gardens in children's hospices around the country and will ensure we can support those hospices who already have a Greenfingers garden but need some help to maintain it.

There are so many ways you can help and I hope you will find some fundraising inspiration in the following pages. You may even have your own ideas which we would love to support you with.

However you get involved, you can be reassured that your fundraising, donations, volunteering or simply your support to raise the profile of the charity, really will help to make a very real difference to so many.

Thanks a million!

Linda



Linda Petrons
Director of Fundraising & Communications



Greenfingers Gardens at Ty Hafan and Little Harbour Children's Hospices are just two of the recent Greenfingers gardens that have come to life thanks to those who have supported our work.



Decisions, decisions...

What sort of FUNdraiser would suit you best, who will you involve and where should it take place?

- Perhaps you are looking for a **personal challenge** or would instead prefer to get friends and family involved?
- Maybe you would like to organise a **team-building activity in your workplace** that will inspire and motivate you and your colleagues?
- It could be that the Pandemic has left you feeling a bit disconnected and therefore keen to organise an **event that brings your local community together...**
- Or, you might think that a **fun-filled FUNdraising day at school** will help stimulate young minds!

THE DIFFERENCE YOUR FUNDRAISING CAN MAKE...

£25

Could fund a **plant or shrub** which heightens the senses, adds colour and cheer.



£50

Could fund exciting **wildlife hotels** to encourage children to find out more about the world around them.



£100

Could fund **elements of interest** for those children who see the world from their bed or wheelchair.



£500

Could fund a **water feature** which can promote wellness and relaxation during the most difficult of days.



£1000

Could fund a beautiful **willow tunnel** to add interest and fun to any children's garden.



However much you raise, you can be assured your donation will be spent wisely and well, helping to create magical gardens in children's hospices.

Like A Challenge?


A challenge event can be a great way to push yourself to your limits, increase fitness levels and give you a great sense of achievement - and doing it all in the name of Greenfingers Charity may even be all the motivation you need.


And of course, it's likely that the greater the challenge, the more sponsorship or donations you'll receive!




Your Challenge Can Thrive With 25!

Why not use the Silver Appeal to inspire your challenge event? You could...

 Organise a day-long sponsored walk, ramble, amble or bike ride that takes in a 25-mile route - perhaps one you've never walked or cycled before that's through some lovely woods, or along the coast?

 Get family, friends (four-legged and otherwise!) involved to help spur you on and make it even more fun!!

 For a greater challenge, get sponsored to swim, run (or row!) 25 miles - that's almost a marathon! Of course, this will require a lot more training, but just think of that sense of accomplishment afterwards!

Could You Think Creatively, like Chris?

When his company's annual charity fundraising event was delayed due to the Pandemic, Chris Gibson came up with his own alternative challenge event - pledging to travel from his home town of Lancaster to his business's head office in Coline and then back again - covering a distance of around 100 miles! Through a combination of cycling and walking, the fundraiser took place in the Lancashire Witches Walk, the Forest of Pendle, the town of Clitherhoe and the Forest of Bowland, finishing at beautiful Lancaster Castle.



Chris said:

I wasn't going to let Covid stop us supporting Greenfingers and some of the other local charities we'd pledged to help, and so we had to come up with a sufficiently challenging event which could still go ahead by adhering to the government guidelines at the time.

Many of my work colleagues got involved and people undertook different legs of the journey to enable social distancing. It really brought us all together as a team...



Other challenge events that have proved popular for Greenfingers' supporters include:

The Three Peaks Challenge which involves hiking up (and down!) Ben Nevis, Scafell Pike and Snowdon.



London to Brighton Bike Ride - a 55-mile route from city to seaside!

If you've secured a place for The London Marathon or another challenge event, why not use this as an opportunity to fundraise and support our work?



Of course, your challenge could instead involve you pledging to give up, rather than stepping up, to something, such as:



Giving up alcohol, coffee, chocolate or crisps for 25 days (...or for an extra challenge, the whole of 2022 or even the whole duration of the Silver Appeal!)

A sponsored 25-hour silence - this could be a real challenge, especially for children...but just think of how peaceful that weekend would be!



Go Extreme!

We've had supporters in the past perform some pretty extreme fundraising activities for the charity, so if you're really wanting to go the extra mile (literally in some cases!), could an above and beyond challenge like these two examples be up your street?...

Could you stand the heat like Helen?!

Helen Barker, took on the fundraising challenge of a lifetime when she decided to run a DOUBLE marathon across one of the most hostile environments on earth - the Sahara Desert - covering a staggering total of 52.4 miles!



She had to undergo a gruelling training plan for the challenge which included completing the Round Sheffield, the Snowdonia Marathon, an Ultra Run and The Three Peaks Challenge!



Helen said:

The journey was insane and the desert is massive and far rockier than I thought too. The intense heat was really my biggest challenge, but I did it, I lived to tell the tale and the sense of achievement is huge! Taking on this challenge for Greenfingers was just so humbling.



Could you 'Brave The Shave' like Sue and Tammy?

Two of our pluckiest supporters, mum Sue Allen and daughter Tammy Woodhouse, gathered all their courage to pursue a more radical fundraising route by shaving off all their hair to raise money for Greenfingers!



In case you didn't know, Sue is our Chairman and Tammy is on the Board of Trustees. We're wondering what they'll do next!



Sue said:

It took a lot of soul searching and self-questioning before deciding to go for it. However, in part, it was also a salute to some of those children and families in the hospices Greenfingers help.

'We also felt that if we could raise lots of money to compensate for the income streams the charity lost due to Covid, then it would be worth the cold heads, strange looks and agonising wait for our hair to grow again!'



If you think a sponsored Challenge Event might be the one for you, setting up a JustGiving Page is a quick and easy way to share your fundraising plans with friends, and family via email and social media, and to start receiving donations.

See www.justgiving.com/start-fundraising for more details.

Fundraise at Home

If you enjoy hosting friends and family or would like an opportunity to show off your garden, terrace, courtyard or even indoor plants, holding an event at home could be a great option!



Unlock your Garden for Greenfingers

Whether your outside space spans two acres, or two metres squared, opening your garden for the charity that values the importance of open space above all else, seems very fitting!

You could charge a small entrance fee, and also raise some money from the sale of plants, tea, coffee and a slice of cake.

We have lots of fantastic fundraising resources available to download on our website:

<https://www.greenfingerscharity.org.uk/get-involved/unlock-your-garden>



Opt for a Garden Opening, like Richard and Cheryl

Having learnt about Greenfingers via 'My Real Garden' – a special community-driven garden book put together by the charity's patron Ann-Marie Powell – in 2021 they both felt that there'd never be a better time to show their support – or when their garden would look more impressive!

With two acres lovingly landscaped over a seven-year period, Richard and Cheryl had a lot to showcase including fit-to-bursting vegetable patches, extensive lawns, a wildlife pond, herbaceous borders and a

shady wildflower and woodland area which had started to take shape.

Over the course of a weekend, they welcomed friends and family as well as local neighbours, to their incredible garden, raising over £2,000.



Richard said:

"We'd never thought of opening our garden before and were a little jittery at the prospect, but it was a fantastic experience to be able to share what we'd created with so many lovely people. And we couldn't imagine a better fundraising cause than Greenfingers; providing the poorest children with wonderful outside spaces to explore, enjoy and connect with nature."



Take part in our annual fundraiser, Garden Re-Leaf Day

Taking place on the cusp of spring every year, Garden Re-Leaf Day is Greenfingers Charity's annual fundraising focus day.

It continues to be a major feature in the horticultural and garden industry's calendar, with garden centres, growers, suppliers, trade associations, gardening clubs and societies - as well as corporate partners, schools and community groups - all getting involved.

There have been so many creative fundraising ideas for Garden Re-Leaf Day which have involved anything from employees dressing up and dying their

hair green to teams donating company time and skills, holding virtual challenges or taking part in our annual cycle ride and walk.

However you choose to fundraise for Garden Re-Leaf, we can guarantee it will make that Friday in March a truly brilliant day!



We Met The Million Steps Challenge!

To celebrate the 10th anniversary of Greenfingers' Garden Re-Leaf Day, Hozelock pledged to take on the Million Steps Challenge throughout March 2021.

Hozelock have been a long-time supporter of Greenfingers Charity and therefore wanted to help raise awareness of the work of the charity is doing as well as highlighting the physical and mental benefits of spending time outdoors during the national lockdown.



“ Speaking of the pledge, Nathan Podmore, Hozelock's Marketing Executive, said

We decided to support the cause by completing the 'Million Steps Challenge' across the company with team members getting involved however they preferred, whether it was a long walk with the dog, a potter about the garden or going to the kitchen to grab some snacks! The team were more than happy to get involved and help reach the million-step target.

We smashed the goal completing 7,835,242 steps and surpassing the donations target by

15%. To put that into perspective, the number of steps is equivalent to 2753.94 miles or walking from our factory at Midpoint Park, Birmingham to the North Pole! The 'Million Steps Challenge' successfully united the team across the business with employees from the office, factory and distribution centre taking part and adding to the total. The challenge brought out the competitive sides of many and raised spirits during the second lockdown as well as helping to support such a worthy cause.

”

Turn Your Professional Skills into Fundraising, like Rob...

Rob Jones decided that for Garden Re-Leaf Day this year, his company - The Garden Design Company - would offer a number of potential clients a free half-day garden 'blitz' to wake up their outside spaces for spring, in return for a donation of £250 to Greenfingers.



They promoted the offer on their Instagram feed and via local media, and not surprisingly were inundated with people wanting to sign-up!



Rob said, "It took quite some time allocating different teams and designers to all the various projects on that one day - and making sure they were all equipped with their Garden Re-Leaf Day t-shirts of course!

"On the day, I raced from venue to venue, making sure the teams had what they needed whilst also drinking tea, eating cake and waving the Greenfingers flag!"

Rob and his team managed to raise a staggering £5000 for Greenfingers and the recipients were all delighted with the results. What's more, Rob's business received a number of new leads and garden design commissions off the back of it.

"The day involved us simply using the skills we already have but generated huge amounts of goodwill. All the teams were so enthusiastic, they embraced the day so well and the clients really loved what they got out of it, knowing that Greenfingers benefitted too. The whole event was win-win!"



Garden Party, Coffee Morning or Afternoon Tea

Alternatively, you could organise a smaller event – a coffee morning or afternoon tea perhaps - in your garden and just invite close friends, family or neighbours round to enjoy a cuppa, some cake, or a glass of wine and some nibbles in return for a small donation.

Even in the colder months, if you own a pizza oven or a fire pit, a cosy evening in aid of our charity that involves munching a margherita or toasting marshmallows is always a winner!



It's the most jumperful time of the year!

To support our Silver Appeal, why not theme your fundraising around the number 25?

Here are a few ideas...

- Become a Silver Ambassador by pledging to raise over £2500 over the next three years
- Give up chocolate, coffee or your favourite tittle for 25 days...or longer
- Walk, run, swim or row 25 miles during March
- Get sponsored for wearing 25 festive jumpers every day in the lead up to Christmas

Or...

Why Not Fundraise at Your Celebration or Event

We've had supporters use a celebratory event as an opportunity to raise money - asking for donations in lieu of wedding gifts, or instead of birthday presents for example. Such a wonderfully selfless way to support Greenfingers!



Devise A Wedding List With A Difference, like Craig & Debbie...



Like many people we are lucky enough to already have all the bits and pieces that make a home, and therefore instead of a traditional wedding list, we wanted to channel the generosity of our friends and families into donating to a cause that we knew would benefit from the funds much more than we ever would do.

We had a truly amazing wedding day, celebrating with our loved ones, and we can't say thank you enough to everyone who donated. It was massively appreciated, and it really added that special something to the day. Greenfingers is such a worthwhile cause and a charity our family business is passionate about, so it felt only natural to include it in such an occasion.





Fundraise at Work

Fundraising in your workplace, or with work colleagues, is such a brilliant way to bring a bit of light relief and give people an opportunity to really connect with their teams by getting everyone together for a great cause.

There are so many ways your work can get involved to support Greenfingers Charity, including....

- Support our Silver Appeal by becoming a **Platinum Partner**, pledging to raise £25,000 over three years.
- Or, as a **Silver Supporter**, you can pledge to raise £10,000 to support Greenfingers for three years.

- Sponsor key Greenfingers Charity events – see our website for more details of these.
- Donate skills, services or gifts in kind, which could help in our garden projects - such as water features, garden benches, lighting, paving and so much more.
- Bring your teams together by 'Going Green for Greenfingers' - organising green-themed quiz nights, raffles, cake sales, cake bakes, sports tournaments or similar to raise funds.
- Volunteer in a Greenfingers garden.

For more information about partnering with Greenfingers, please contact:
Linda@greenfingerscharity.org.uk



Ponder A Product Tie-up, like Vivid Arts

Leading garden décor manufacturer, Vivid Arts, created a limited-edition garden ornament - a delightful rabbit figurine, equipped with a garden spade and bearing the trademark Greenfingers green gloves - for its retail contacts to order from them and then sell instore to consumers - with £2 from every trade sale going to Greenfingers.

Fundraise at School

What better message is there than children supporting children and school fundraising is a brilliant opportunity to do just this...



Go Floral One Friday

It's always a popular decision to give pupils a day off from school uniform, so why not suggest a dress down day with a difference, and encourage the children (and teachers!) to come in wearing their brightest, floral-inspired clothes one Friday whilst donating £1 to Greenfingers for the privilege?

Spread A Little Sunshine

Transform an unloved patch of your school into a swathe of sunshine by challenging each class, or each pupil, to grow the biggest sunflower and charge a small entry fee to those who want to come and view the wonderful display.



Enjoy The Sound Of Silence

Give the teachers some peace for once by getting the children to take part in a sponsored silence for a lesson, a morning, an afternoon or even one whole school day!

Grow £5 into £100

As a creative challenge for older year groups, give small teams of children £5 and challenge them to grow their £5 into £100...or more! Everything they raise over and above the £5 can be donated to Greenfingers.



Take part in National Children's Gardening Week

Get your school involved in some of the events and activities during National Children's Gardening Week and raise funds to support our work.

Visit www.childrensgardeningweek.co.uk/fun-things-to-do/ for lots of fun and inspiring gardening-themed ideas.

Nominate Greenfingers Charity as your chosen school charity for a month, a term or even a year.

Or simply use some of these ideas to get the kids involved at home...



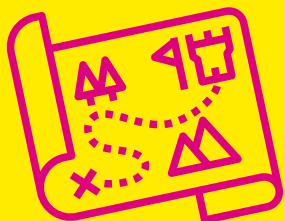
Fundraise in Your Community

There's no better time to bring your community together for one cause.



A Pub Quiz

Persuade your local pub to promote and host a quiz night with each team donating money to Greenfingers for the opportunity to pit their wits!

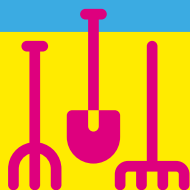


A Treasure Hunt

A Treasure Hunt around your neighbourhood is something both kids and adults will enjoy. Create a map and a series of clues that will lead participants to different local landmarks and charge them a small fee in return for taking part. You could promote your event to local schools and community groups.

Plant or Bake Sale

A plant and/or bake sale in your front garden, local park, school or community building is always a winner!



Volunteer

Or instead, donate your time by volunteering at your nearest Greenfingers Charity garden during a build or with ongoing maintenance.

Decided on your FUNdraiser? That's great!



Now just remember to follow these steps to make the most of all your efforts...

- As soon as you know what you're going to do, let us know what you're doing!
- Set up an online giving page (eg: JustGiving) and start telling friends, family and work colleagues what you're planning.
- If you have chosen a challenge event, get training! You should be able to find a training plan online to suit you and your challenge.
- Promote what you're doing to your friends, family and work colleagues and on your social media channels.
- Take plenty of photographs while you're preparing/ training for your event as well as when the time comes. If they're good quality images, with your permission we'd love to may be able to use them for future marketing!
- We can send you Greenfingers Charity branded fundraising resources to help raise awareness of your event and ensure you/your venue look the part!
- Once you've completed your challenge or event, remember to thank all those who sponsored or supported you, let them know how you did and how much you raised. Don't forget to let us know too!



Do you need Fundraising Resources?

We have a number of FUNdraising resources available on our website to help you raise awareness of your event.

We're always here to chat through ideas or discuss your event and – in addition to those available on our website - are very happy to provide you with extra resources such as balloons, t-shirts, collection buckets and posters to help your fundraiser bloom with success!



Be Sure To Spread The Word!

Follow us at Twitter @Greenfingerscha, Instagram and Facebook @Greenfingerscharity and on LinkedIn (Greenfingers Charity) to get inspired by what other amazing fundraisers are doing to support Greenfingers and to see how the money you raise makes ALL the difference.



Follow Us On Social Media

...And don't forget to use these social media channels to help publicise your event and spread the word...

- Why not create a Facebook Event for your fundraiser and invite all your friends and family so they can save the date?
- Be sure to post regular updates to your followers to keep them engaged and just adapt the local press release template on our website.
- Connect with local groups and businesses in your community who are on social media and might want to help promote or support your event.

Tag us (@greenfingerscharity) when you post as we always love to see what our supporters are up to...

...And if you think local newspapers, media outlets or websites might be interested, just adapt our local press release template for your specific event and email it off to the newsdesk with a couple of really good pics!

Thank you so much again for your interest in Greenfingers Charity.

We hope you've enjoyed reading about some of the ideas - and that we've inspired you to get involved.

We can't wait to hear all about what you decide to do for Greenfingers, so please keep us posted... and enjoy the journey!

About Greenfingers Charity

Greenfingers is a national charity dedicated to supporting life-limited children and their families who spend time in hospices around the UK.

We are committed to creating beautiful, well-designed outdoor garden spaces for the children to enjoy with family, friends and siblings, whether through play and fun or therapeutic rest and relaxation.

To date, Greenfingers Charity has created over 60 inspiring gardens in children's hospices around the country and has a waiting list of hospices that still need help.



Registered Office

Greenfingers Charity,
c/o Azets, Burnham Yard,
London End,
Beaconsfield Old Town,
Bucks HP9 2JH

Phone Number: 01494 674749

Email: info@greenfingerscharity.org.uk

Website: www.greenfingerscharity.org.uk

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