



## **Dear Friend,**

Thank you so much for deciding to support The Loss Foundation. Losing a loved one to cancer is sadly a common experience but one that isolates so many of us. It is possible that you've experienced grief yourself or watched someone you care about go through the complex pain of loss.

We believe that everyone who has lost a loved one to cancer should be able to talk freely and openly about their experiences of grief and have the right support available. It's people like you who will help us to achieve our mission. With your support, we can grow our specialist bereavement services and be there for everyone who needs us.

Fundraising for us can be a way to show people who are grieving that you care. If you too have lost someone to cancer, it can be a way to engage proactively with your own sense of loss and to help others like you benefit from our valuable and healing support.

We've included everything you'll need to get started.

### **Your pack includes:**

Fundraising factsheets  
Sponsorship form  
A money return form

### **Every penny counts**

We know that losing someone you love can be one of the hardest experiences a person can have, and we want to be there if it happens. The sheer numbers of people who contact us needing our support are overwhelming. We don't want to have to turn anyone away, which is why your support in raising funds is so important.

### **We are here to help you**

We want raising money for us to be something positive and rewarding. If you require any further support or additional materials, email us on [erin@thelossfoundation.org](mailto:erin@thelossfoundation.org)

Finally, I would like to wish you good luck with your fundraising activities. Without you we'd struggle to be there for people when it matters most.

With thanks and best wishes,

**Dr Erin Hope Thompson**  
**Director of The Loss Foundation**

## We need your help

In 2012, over 440 people in the UK died from cancer each day.

With an average person leaving behind 15 loved ones, that means over 6600 people are left bereaved by cancer in the UK every single day.

While great work is done to improve cancer treatments and increase chances of recovery, little support is available to those of us left devastated when a loved one dies. Our bereavement is often hushed up, hidden away or misunderstood. We believe that the people left behind after cancer matter too.

The Loss Foundation is the sole registered charity in the UK specialising in providing bereavement support for people who lose loved ones to cancer.

We want to be able to grow our network of support across the UK, to bring together the vast numbers of people who come to us needing care and understanding. We want to tackle the bigger picture of bereavement and work together to make talking about death and supporting each other something normal, open, positive, and proactive.

“I’ve walked away from the Loss Foundation feeling that I’m going to be ok.”

For more information on The Loss Foundation, who we are, what we do, or for extra help with your fundraising:

Find us at [www.thelossfoundation.org](http://www.thelossfoundation.org)

Email us at [erin@thelossfoundation.org](mailto:erin@thelossfoundation.org)

Join our Facebook group at [www.facebook.com/thelossfoundation](http://www.facebook.com/thelossfoundation)

Follow us on Twitter: [@LossFoundation](https://twitter.com/LossFoundation)



the  
**LOSS**  
foundation

### We Support

We offer peer support groups across London and Oxford, organise regular social events and run weekend bereavement retreats. We also provide an array of free digital resources and information on loss and grief through our website and social networks.

### We Campaign

Having a space where death and bereavement aren't a taboo is important. We want to open up more platforms where people can talk openly about their grief and where those who are not bereaved can learn how to respond and help those who are grieving.

### We Research

Research projects in collaboration with Oxford University, the Wellcome Trust, University College London are helping us to learn more about the psychological impact of grief so that we can improve the services we provide based on what we learn.

## Why fundraise for us?

### To help others

Every day thousands of people lose someone they love to cancer and are left to grieve without proper support.

Whether you have experienced a lack of support yourself or seen the effect on someone you care about, by fundraising for us you can help change the future and ensure specialist bereavement support is there for all of us when we need it.

### To give something back

The Loss Foundation has grown a close community of people united in their experiences of cancer and death who feel that their grief finally has a place, a voice, and real understanding.

If you're one of the many people who have been helped by our services, why not give something back and help more people like you to benefit from the support we offer.

### To tell your story

We want to help more people talk about the complex feelings of grief and the journey we go through when we lose someone to cancer. Fundraising on our behalf is the perfect opportunity to tell your story and share your experiences.

Helping others to see that the story doesn't end when someone dies encourages more people to give and helps us work towards a future where we can all have the bereavement support we need.

### To create something positive from loss

Finding ways to turn overwhelming, complex feelings into gentle, positive action can be a wonderfully healing experience.

We hope that our fundraising ideas, designed to celebrate our love and memory of the people special to us, can themselves act as a way to work through feelings associated with loss and give us a way to reconnect with ourselves and the things we enjoy.

**“Now I know I am not alone and can talk freely.”**

**£10**

helps us run our website to provide digital resources and information about grief and loss

**£50**

lets us organise and run a social event, building new friendships and support networks

**£100**

allows us to host a free local support group session with refreshments

**£250**

helps provide a weekend of specialist support at our bereavement retreats

# What to do

Fundraising for us can take any form you choose, but here's our suggestion.

## What's your favourite memory of someone you loved and lost?

Perhaps it is a time you spent in their company, a place you visited, or something you did together. Maybe it's a memory associated with their love for something or their hobby.

We'd love for happy memories to fuel our fundraising and help us support more people who lose someone close to them.

We want to encourage you to do something special. Something that celebrates the adventures and passions of human life, bringing us closer to those we've lost while motivating us to do something for ourselves and others as we continue living.

### Ideas:

- Organise a sponsored cycle ride or a walk to a favourite place, or fundraise for us as you join in a sporting event.
- If you're crafty, make, knit or paint gifts to sell that reflect a loved one's favourite things, be it birds, trains, flowers or vintage teapots.
- Bake favourite cakes to sell at work, or recreate a memorable recipe and host a fundraising dinner party.
- Open your garden to the public for the day, collect donations and sell favourite flowers and home-grown vegetables.

### Tips:

#### Spread the word

Blog or share links to your online donation page via Twitter and Facebook. It's always worth letting the local press know too. Tell people why you're fundraising, what we do, and why your event is significant to you. It will all help to motivate others to donate and support you.

#### Take care of yourself

We believe celebrating memories of happy times can be healing and positive, but grief is complex and can be unpredictable. Ask for support as you plan and carry out your event, stay safe, involve other people and give yourself plenty of time.

#### Remember Gift Aid

Any UK taxpayer who donates or sponsors you can opt-in to Gift Aid, which means the taxman pays us an additional 25%. Remind your supporters to tick the Gift Aid box and provide their full name and address to allow their donation to stretch that bit further.

# How to collect money

## Online sponsorship

The Loss Foundation is a registered charity with both Just Giving and Virgin Money Giving. Both sites give you an easy, secure way to collect donations online. Simply register or log in, create a new fundraising page and select The Loss Foundation as the charity you'd like to support. You can use your page to encourage your friends to give, set a target fundraising amount, upload photos, tell your story, and share news of your progress.

**JustGiving™**



## Text giving

If you register a page with Just Giving, you'll have the option to set up a text donation system. This gives you a unique code to share so people can quickly text donations to your fundraising page from their phone. There's no additional charge on top of the donation amount and with the option to add Gift Aid, we could benefit from an extra 25% from the taxman. Go to [www.justgiving.com/justtextgiving](http://www.justgiving.com/justtextgiving) for more information.

## Cash/cheque donations

If you fundraise online or by text, the money you raise will go straight to us, but we're still happy to receive money the old fashioned way too. If you're collecting cash donations, we ask you not to send cash directly but to write us out a cheque payable to 'The Loss Foundation', or have the Post Office convert your raised money into a postal order. Send them to us, along with our enclosed money return form and your sponsorship form, if you've used one, to:

The Loss Foundation, 56 Plympton Road, London, NW6 7EQ

## Extra ways to help

Did you know that you and your friends can raise funds for us every time you shop online? By clicking through to your favourite online stores through the easyfundraising website, we're given a donation from the retailer at no extra cost to you. There's even a downloadable toolbar to remind you to use the site every time you shop.



You can find our page to register at:  
[www.easyfundraising.org.uk/causes/lossfoundation](http://www.easyfundraising.org.uk/causes/lossfoundation)

**Thank you so much for your support  
Wishing you the best of luck with your fundraising**

# Sponsorship Form



## YOUR DETAILS:

Your Full Name	
Home Address	
Postcode	
Contact Number	
Email Address	

## GIFT AID NOTES:

The Loss Foundation can claim an extra 25% back from the government on every donation we receive, all at no extra cost to you or your sponsors.

If your sponsors pay an amount of income tax and/or capital gains tax at least equal to the amount we could reclaim on their donation, please ask them to consider ticking the Gift Aid box next to their sponsorship amount.

**Please ask all your sponsors to fill out each section themselves in full - it needs to be in their own handwriting to qualify for Gift Aid.**

In order for us to claim Gift Aid, we need each sponsor's individual title, first name, surname, full home address and postcode. These are used only for our tax claim and will not be used to contact anyone.

**Thank you!**

## SPONSORS' DETAILS:

Title	Initial	Surname	Full Home Address	Postcode	Amount	Gift Aid	Date Paid
Mrs	A	Madeupname	72 Somewhere, London	AB1 9YZ	£ XX.XX	✓	DD/MM/YY
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# Money Return Form



## YOUR DETAILS:

Your Full Name			
Home Address			
Postcode		Contact Number	
Email Address			

Please complete this form and send it back to us along with the money you have raised and any sponsorship forms. We'll need your completed sponsorship forms to be able to claim Gift Aid back on the donations you've received.

We ask you not to send us cash but to write out a cheque or send a postal order for the total amount you've raised.

Please make cheques payable to The Loss Foundation and send everything to:

The Loss Foundation, 56 Plympton Road, London, NW6 7EQ

Please find enclosed a cheque/postal order for	£
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If you've raised money through JustGiving or Virgin Money Giving, these donations will be paid to us directly.

## THANK YOU FOR SUPPORTING US