



**Sebastian's**  
Action Trust  
Supporting families navigating life-limiting childhood illness

# YOUR CHARITY FUNDRAISING PACK



# Change starts here

## Your support can change lives

We're so grateful you've chosen to fundraise for Sebastian's Action Trust. Whether your challenge is big or small, everything you do helps make a real difference to families caring for children with life-limiting and life-threatening conditions.



**Your fundraising helps us  
give families time together,  
space to breathe and  
moments of joy, when they  
need it most.**

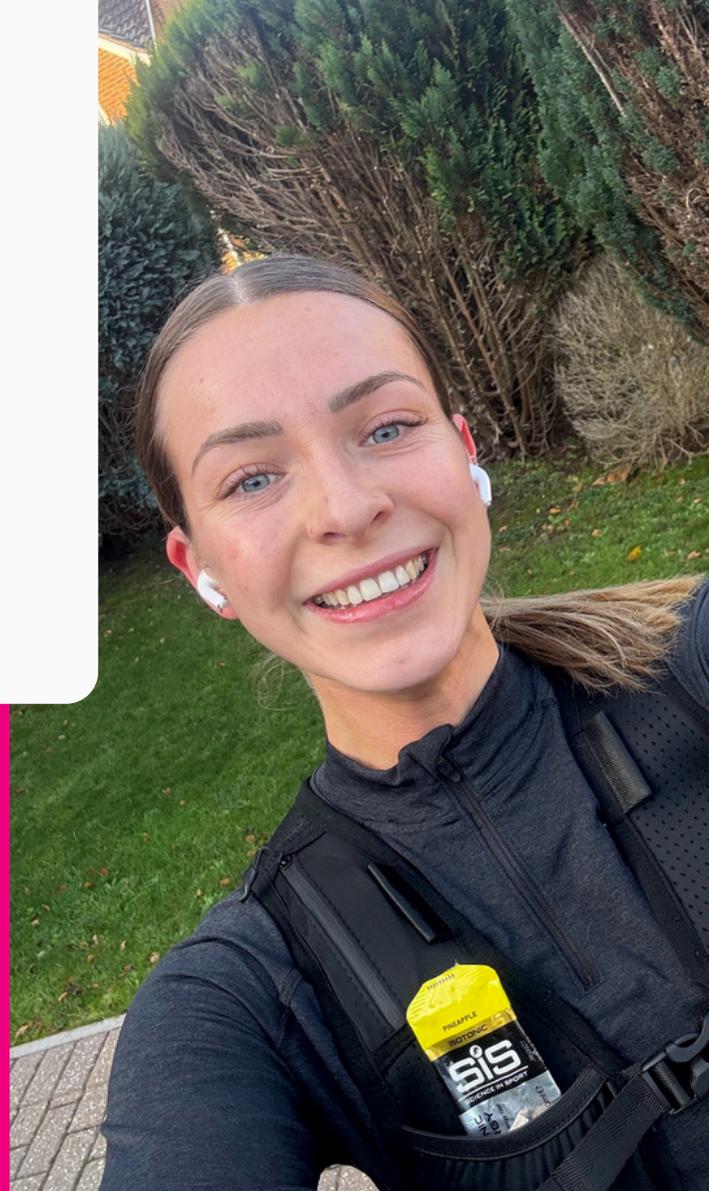
This pack is here to support you every step of the way, with ideas, guidance and inspiration to help make your fundraising a success.



# The difference you make

**Thanks to supporters like  
you, Sebastian's Action  
Trust can provide:**

- Restorative breaks for families
- Safe, welcoming spaces for children to play and relax
- Emotional and practical support for parents and siblings
- Opportunities for families to make memories together



## **Meet Charlotte**

Paediatric Nursing Student,  
HCA, dog-lover and  
**London Marathon runner**  
for Sebastian's Action Trust

Every pound raised helps families feel less alone and more supported through some of the toughest times they will ever face.

# Getting started



## 1. Choose Your Fundraising Activity

Pick something you'll enjoy - that's the key to successful fundraising! It could be something active, creative, social or completely unique.

Give yourself enough time to plan and promote your fundraiser.

## 2. Set Up Your Fundraising Page

An online fundraising page makes it easy for friends, family and colleagues to support you. You can create a page via platforms like JustGiving and share your story — why you're fundraising and what Sebastian's Action Trust means to you.

## 3. Spread the Word

Tell people what you're doing and why:

- Share your page on social media
- Email friends, family and colleagues
- Mention it at work, school or in your community

People are far more likely to donate when they understand the impact.

## 4. Share the Journey

Photos, updates and stories really help bring your fundraiser to life. We love seeing our supporters in action, and it helps inspire others too.

Tag us and use our hashtag so we can cheer you on and share your efforts.

# Fundraising ideas



## Looking for inspiration?

Here are just a few ideas to get you started:

- Run, walk or cycle — set your own distance or take on a challenge
- Bake sale or coffee morning — at work, school or with friends
- Quiz night — host one at home, online or in your local community
- Give something up — coffee, sweets, alcohol or screen time
- Dress-up or themed day — at school or in the office
- Donate to celebrate — ask friends and family to donate instead of giving gifts for a birthday, wedding, anniversary or special milestone

Whatever you choose, it all adds up - and it all helps.

### Mimi, age 9

“I raised money for Sebastian’s Action Trust by taking on a **Couch to 5K challenge.**”



# Your impact



Every fundraiser supports families who are navigating incredibly complex and emotional journeys.

Your efforts help ensure families have:

- Time together without pressure
- Support from people who understand
- Space where children can just be children

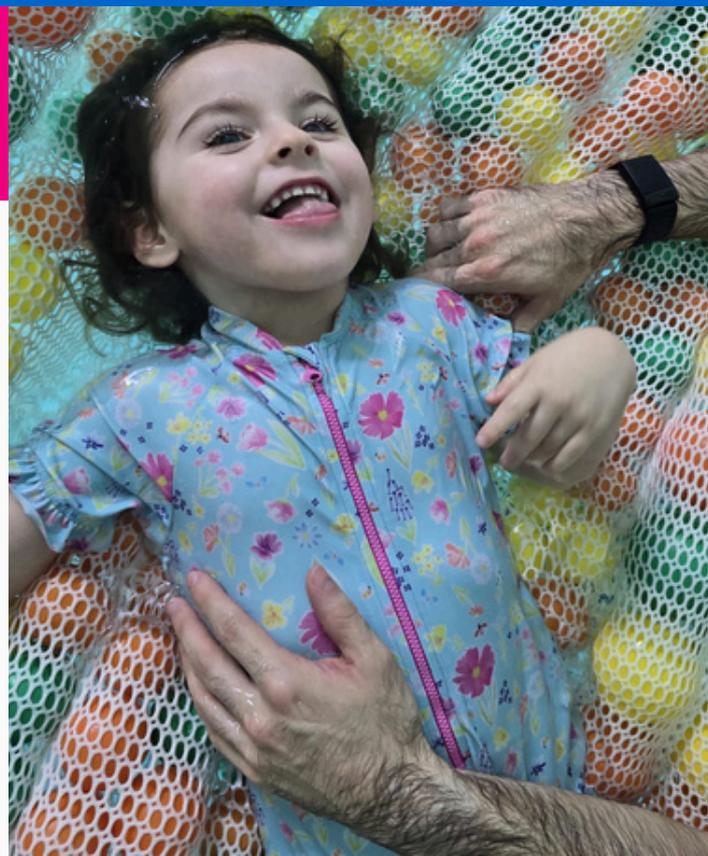
What you're doing truly matters.

## Meet Archie

Archie has been coming to Sebastian's Action Trust since 2022. He loves swimming at The Bluebells, sensory sleepovers, and spending time with friends who feel like his people.

## Meet Rosie

Rosie was referred to Sebastian's Action Trust when she was just 4 months old and has been a weekly visitor to The Bluebells since, attending weekly sensory groups, coffee mornings and "Chill and Chat" sessions.



# Paying in your fundraising



While you're basking in that post-fundraising glow, don't forget to send us all the donations you worked so hard to raise. It's quick and easy.

Online — Pay in via our online donation form at [sebastiansactiontrust.org/donate](https://sebastiansactiontrust.org/donate)

JustGiving — Pay in on your fundraising page. If you haven't got one, you can set one up at <https://www.justgiving.com/charity/sat>

Postal — Send us a cheque made payable to 'Sebastian's Action Trust' to Sebastian's Action Trust, The Bluebells, Popham Lane, North Waltham, Basingstoke, RG25 2BD along with the paying-in form in this this pack.

If you're fundraising over a longer period than a day, please send us your donations as and when you raise them. Don't worry about donations that come through online fundraising platforms like JustGiving, we get them automatically.

Please do not send cash through the post - we don't want those vital funds to get lost.

## **Matched Giving**

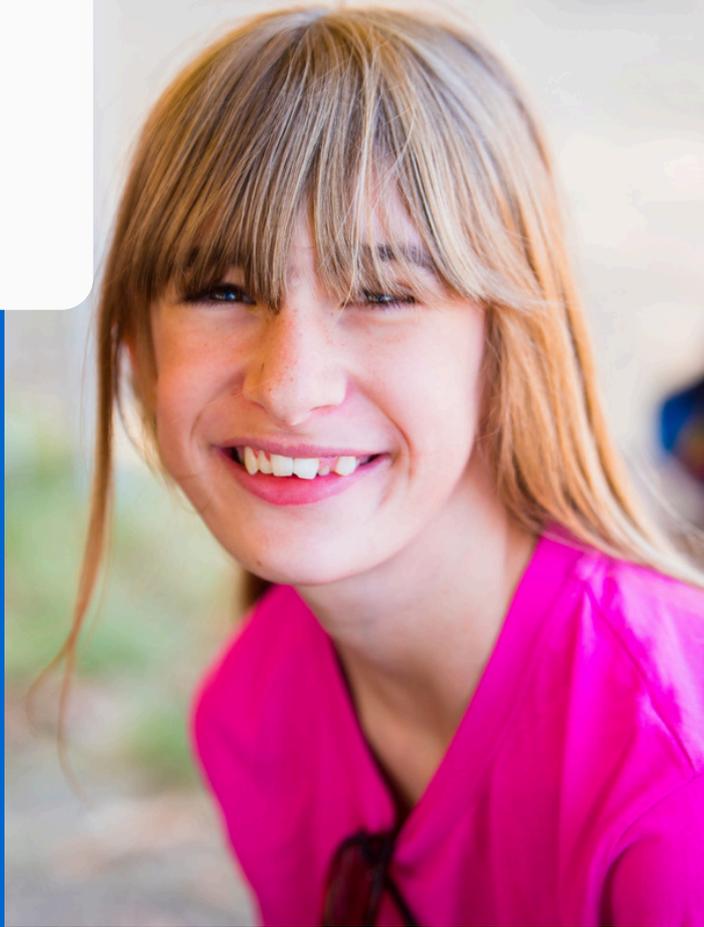
Many employers offer matched funding, meaning they'll match what you raise, pound for pound. It's always worth asking and can double your impact instantly.

## **Gift Aid**

If your supporters are UK taxpayers, they can choose to Gift Aid their donation, allowing us to claim an extra 25% at no extra cost to them. Encouraging Gift Aid makes your fundraising go even further.

# Thank you

By fundraising for Sebastian's Action Trust, you're helping families create memories, find strength, and feel supported through the most challenging times.



If you need anything at all - ideas, materials or encouragement - we're here to help.

Email: [fundraising@sebastiansactiontrust.org](mailto:fundraising@sebastiansactiontrust.org)

Phone: 01344 622500

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[x.com/SebsActionTrust](https://www.tiktok.com/@SebsActionTrust)

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LinkedIn: [/sebastians-action-trust](https://www.linkedin.com/company/sebastians-action-trust)

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