



# Elliot's Footprint Fundraising Pack

**We're a charity that helps families through child bereavement. We offer help and guidance whilst campaigning and fundraising for improved bereavement services.**

Thank you so much for downloading this fundraising pack, We hope it gives you the ideas and motivation to raise much needed funds for our work.

## **Who we are:**

Hello, we're Andrea and John Kerslake and until recently we were an average family, enjoying and experiencing the ups and downs that a life bringing up three kids brings. On 3rd March 2013 without warning, we lost our young son Elliot. When we left hospital on the 3rd March with only an advice leaflet in our hands, we felt completely alone. Alone in the fact that we had to contemplate facing the future without our gorgeous little boy who had been such a huge part of our family life, but also alone in how we were supposed to support his brother and sister in their grief, support each other as a couple, deal with our individual grief and keep our family together. We sometimes wonder how we've made it to the present day, how we're still standing and how we managed to face some of the dreaded 'firsts' without our little man, but somehow with the immense support from our friends and colleagues we live on. We live on with a new mission to keep Elliot's loving and caring spirit alive through Elliot's Footprint.

Through Elliot's Footprint we vow to help other families who sadly find themselves in this strange world we now belong, we'll reach out to them and guide them through - just as Elliot would have done in life.

## **With your help we will:**

- Improve the support available to families in the future. We provide funding in towards a bereavement support counsellor based in Leeds and it is vital that we continue to raise funding to support this vital role.
- Raise awareness of the needs of bereaved families, make good quality and relevant information easily available and fundraise to ensure that families can access the bereavement support they need, when and where they need it.
- Fund training for teachers in schools so that they can be better equipped to assist students who have been impacted by a sudden family loss.

We are still a very young charity and we have big ambitions and aspirations for helping the many families who will face devastating loss without the adequate and appropriate bereavement support that they so desperately need.

## How can I raise money for Elliot's Footprint?

There are loads of ways you can help us make money. The only limit is your imagination.

In the past supporters have:

- Ran marathons
- Organised tombolas
- Played sponsored rugby tournaments
- Played invitational cricket matches
- Been sponsored to 'dress down' at work
- Raised money through adventure walks!



However you choose to raise money, we can help.

### OK I'm in. Let's do this!

Great! The first thing you should do is email [contact@elliotsfootprint.org](mailto:contact@elliotsfootprint.org) and tell us your plans. We can then provide support, logos, leaflets and all sorts to help make your event a success.

We have a load of resources to help you on your way already uploaded to our website at [www.elliotsfootprint.org/resources](http://www.elliotsfootprint.org/resources) including sponsorship forms.

We can also help set up your JustGiving account (which is the easiest way for people to give you money and for us to receive the funds). If you're feeling particularly brave though you can go to <https://www.justgiving.com/elliotsfootprint>

They also have an excellent page that gives you great tips and advice on how to fundraise, you can find it at <https://www.justgiving.com/for-fundraising/fundraising-tips>

If your fundraising is going to be more cash based then contact us and let us know, we have buckets and tins on standby. We can also offer cash-handling support to make sure the cash gets to us as soon as it can.



We can also support you on Facebook, X, Instagram and LinkedIn too. Our social media team can help you promote your events and ensure as many people as possible see your work.

**Finally**

It means so much to us that you want to help our growing charity. We hope this pack has inspired you to help us make sure no family has to go it alone.

**Thank You.**

**Andrea and John Kerlake**