

Corporate Partnerships 2025



Helping children facing
significant challenges to
experience life-changing trips
to Florida.

Welcome to our Family!

Thank you for taking the first step in helping to make more young people's dreams a reality.

Destination Florida Children's Charity organises life enhancing trips to Florida, every two years, for 74 children with life-threatening illnesses from across the North of England. The children who are nominated to join our trip, are dealing with medical issues every day of their lives, so we are honoured to be able to deliver much needed joy and happiness to the children.

Coping with an illness can be a lonely place, especially when you are a child. Our team-based approach creates a mutually supportive environment, caring for the children both medically and non-medically so they have a space to thrive and can build confidence, make magical memories and form friendships for life.



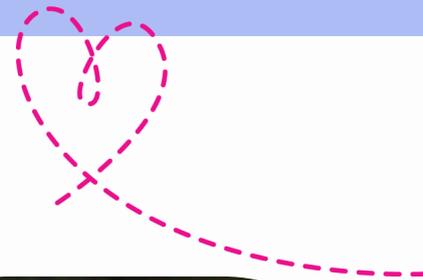
All-encompassing care

High quality medical and pastoral care is provided by 110 adults throughout the time we are away in Florida.

This is achieved through the delivery of a mobile hospital consisting of doctors, nurses, and physiotherapists.

Additionally, adult helpers work with the medical staff to create six 'caring teams' to enable one-to-one support to be provided for each child.

Caring for the children (who are taken on a trip) is often a full-time responsibility for their parents or guardians. Therefore, it's only the children who travel to Florida, allowing their carers a priceless eight days of respite whilst having the reassurance of knowing their child will continue to receive professional medical care.



Meet the Team



Stephen Ashworth FRICS
Chairman



Ged Mason OBE
Deputy Chair



Dr Adam Nicholls
Medical Trustee



Sam Armstrong
Medical Trustee



Ben Morrison
Trustee



Dave Phillips
Trustee



Mark Sharples
Trustee



Rachel Radnor
Finance & trip coordinator



Georgina Alexander-Pulham
Marketing & corporate sponsorship



Charley Kerr
Community fundraising & events



Jess's Story

“DESTINATION FLORIDA HAS LITERALLY BEEN THE BEST THING TO HAPPEN TO OUR FAMILY”



← **Jess's trip to Florida!**

“You guys changed the lives of not only Jessica but for all of us. It gave us the chance to give her brother and sister something we could never have otherwise given them as we had never had the chance to take any of them for a holiday until Jess was taken to Florida.

No amount of words such as amazing, life changing or phenomenal could ever cover how I feel about the charity, and I will forever be in your debt. Jess had the best time of her life and still looks at her photos daily and wears at least one of her t-shirts every couple of days. You have given her something we could never have otherwise been able to do.

Thank you”

Claire, Parent



This is so much more than just a trip to Florida...

We empower children facing the most unimaginable difficulties to put their everyday health worries to the back of their minds and embark on a journey beyond their imagination with an eight day adventure to the sunshine state – a place where dreams and happiness soar!

In 2025, our trip will take place from 3rd – 11th October.



Organising a trip of this scale is huge and takes a lot of planning. The wheels are set in motion almost a year before the trip begins, starting with the volunteer applications in the November prior to the trip year.

We receive hundreds of applications which are then whittled down to 55 medical and 55 non-medical volunteers each time. All volunteers are interviewed, and DBS checked and are expected to help with fundraising in the lead up to the trip. The medical volunteers will all have paediatric qualifications and will be selected to fulfil specific roles so that every team has a full quota of lead nurses, junior nurses, physiotherapists etc.



Volunteers are split into six coloured groups, with each child and adult wearing a t-shirt in their group colour. They'll have a new t-shirt every day, each with a different logo on to represent that day's sponsor.

To discuss day sponsor opportunities, please contact our office.



Why Charity Partnerships Matter

When you partner with Destination Florida Children's Charity you become one of the family. We are a small charity with a big heart.

We have three paid members of the team, seven dedicated trustees and many more loyal volunteers.

The ethos of the charity – helping to make life a little brighter for children with life limiting illnesses or disabilities – is ingrained into each and every one of us and we are all passionate about promoting our amazing charity and encouraging more people to get involved.

Charity corporate partnerships are vital, both in terms of income generation and volunteer support – and without these we simply couldn't operate.



Your company may be large or small, local or national. It may be a team of charity representatives who want to get involved, or the whole company. You may have regular time to dedicate to supporting a charity, or very little.

Whatever you want to get out of it, and however you can support us, we'd love to partner with you.

The VIC's (Very Important Children)

Now to the most important people – our VIC's (Very Important Children!) Nominations for child applications usually open in the December prior to a trip year and will remain open for several months. Anyone can nominate a child aged between 7 and 16 living in the North of England as long as they meet the criteria.
For full criteria details, please contact our office.



Our head doctor and lead nurse will visit each child and their family several times prior to the trip and will get to understand their conditions and medical history fully so that everything can be in place ahead of time.



If there is ever any extra equipment needed, or physical considerations that need to be made, we'll make sure we sort it so that nothing can stand in the way of these children having the best time of their lives.



The children will get to meet their matched volunteer prior to a welcome meeting, so that they can get acquainted and familiarised, as they will be the child's primary carer throughout the week.



The Welcome Meeting

We love this bit! The children all get to meet one another and spend the day together, along with the volunteers, a few weeks before the trip. Friendships are formed, and contact details are exchanged as the children are assigned their groups. This is also where we give the children their suitcases, and everything that they'll take with them. It's a really brilliant, fun day and the excitement is huge!

Again, there are opportunities to sponsor our Welcome Meeting, please get in touch with our office to discuss.



After the trip

It's a highly emotional time for everyone, saying goodbye at the airport, but the children are full of stories and will have friendships and memories to last a lifetime. The children will have grown so much in such a short space of time – becoming more confident, independent and often with a new zest for life!

After the trip we hold a reunion party for all the children and volunteers, where we'll also showcase a screening of the trip and present each child with their own photobook to take home. It's another very emotional event for everyone involved.



Florida here we come!

Our itinerary:



Day 1

TRAVEL FROM
MANCHESTER
TO FLORIDA

Day 2

ANIMAL
KINGDOM

Day 3

HOLLYWOOD
STUDIOS

Day 4

MAGIC
KINGDOM

Day 5

POOL DAY /
SHOPPING DAY

Day 6

UNIVERSAL
STUDIOS

Day 7

ISLANDS OF
ADVENTURE

Day 8

TRAVEL FROM
FLORIDA TO
MANCHESTER

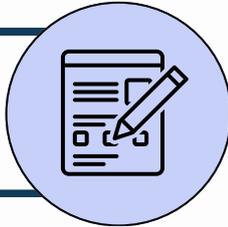


The Costs

A trip of a lifetime for children with lots of extra requirements doesn't come cheaply. We need to raise approximately £600,000 to fund 74 places, every two years.

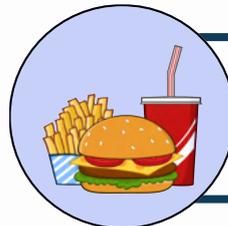
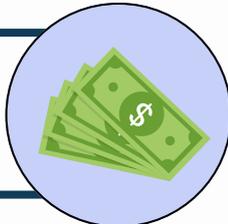
All costs are covered for the entirety of the trip, from passports (if required) to suitcases, US ESTAs for each child, meals, snacks and drinks, all travel, accommodation and theme park passes plus spending money each day.

£25
US ESTA*



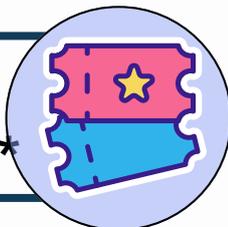
£60
UK Passport*

£280
Spending money*



£500
Food and drink*

£1,000
Theme Park tickets*



£4,000
Total cost per child

*based on one child

Partnership and Sponsorship opportunities

Our corporate sponsors play a vital role in raising funds and awareness for Destination Florida Children's Charity. We receive no government funding, so we rely solely on the generosity of individuals and companies like yours. Your involvement could help transform the lives of children who really deserve it.

We have a number of sponsorship opportunities available:

Trip Sponsorship

Day Sponsorship

Sponsor a day at one of Florida's Premier theme parks.

Sponsoring a day on our Florida trip is a great way to get involved with the charity and will increase your brand exposure internationally!

Sponsorship includes:

- PR, website, and social media coverage in the build up to the trip.
- Inclusion in all our social media coverage of the trip which will include daily video updates.
- Your logo will be printed on the t-shirts worn by all 74 children and 110 volunteers on your sponsored day.
- Personalised messages from all our children.
- One of your employees can join us on the trip as your company representative.
- An intimate experience, seeing first-hand the difference we make.
- A photo book of our trip displaying your sponsorship.
- A lasting celebration of your support.



From £20,000 please call us for a chat if you'd like to find out more.



Child Sponsorship

Sponsor a child to go on the trip of a lifetime.

Sponsoring a child for one of our trips pays for a child with a life-limiting or life-threatening condition to have the holiday of a lifetime. Giving them space to thrive, not having to worry about their condition, and also giving families much needed respite. This is far more than just one week in Florida - this changes children's lives! Although we won't be able to name a specific child - rest assured your donation will help us towards the funding for our 74 children.

Sponsorship includes:

- Increase your brand exposure
- PR, website, and social media coverage in the build up to the trip.
- Priority (trip) volunteering opportunities

From £4,000 please call us for a chat if you'd like to find out more.



Equipment and Merchandise

Sponsor some of our equipment and merchandise.

With 74 children and 110 adults, we need a lot of equipment! By sponsoring a specific item, it will mean that our children can have a truly comfortable and enjoyable trip.

- Waterbottles*
- Sunglasses*
- Photobooks*
- Handheld fans*
- Pool equipment

Items with an asterisk can be branded with your company logo:

Sponsorship includes:

- Increase your brand exposure
- PR, website, and social media coverage in the build up to the trip.

From £500 please call us for a chat if you'd like to find out more.



Our Corporate Events

Each year we host two large corporate events – our Ladies Lunch and a Summer Ball. Tickets for these annual events sell out very quickly as they are both well-established and are key dates in many of our supporters' diaries.

There are several sponsorship opportunities available for both events. From simply taking your own table, to sponsoring the drinks reception, the auction, or even exclusively sponsoring the whole event.

In sponsoring these events, you will not only benefit from increased brand awareness, but you will also get to hear first-hand from some of the people whose lives have been touched by Destination Florida Children's Charity. These are events not to be missed!

From £1,250 please call us for a chat if you'd like to find out more.



The Welcome Meeting

Sponsor our welcome meeting.

This is the first time that all the children and the volunteers will have met ahead of their trip and is a really exciting day for all involved. It costs us around £10,000 to host this special event, as we need to reserve a space big enough to accommodate around 200 people, and also one that is accessible in terms of location and physically for wheelchairs users etc. Breakfast and lunch is also provided.

Sponsorship includes:

- PR, website, and social media coverage before and during the day.
- An opportunity to include any branding / display materials on the day and to have representatives from your company attend the event.
- Opportunity to give out 'freebies' with your branding.

£10,000 please call us for a chat if you'd like to find out more.



Sponsor Jet the Bear

12 months sponsorship of our giant bear Mascot, Jet.

Our Bear, Jet, is the friendly face of Destination Florida Children's Charity. Each year we offer an exciting opportunity for one corporate supporter to sponsor Jet for 12 months. Your company and branding will be displayed on Jet's clothing and will be centre stage for the duration of your sponsorship agreement.

We will work with you to create and design Jet's clothing, from colours to logo placement. We make the process fun and interactive for all involved.

Jet has the pleasure of visiting our children's houses/hospitals/homes to be the "bearer" of good news and announce to the children that they will be embarking on a magical adventure to Florida.

Sponsorship includes:

- PR, media and social media exposure for your brand.
- Jet will join us in Florida, with meet and greet opportunities at our hotel.
- Photo opportunities with the children we support.
- Jet attends all our corporate and community events such as gala's & fun days.
- A special visit from Jet at any of your company's events.

From £6,000 please call us for a chat if you'd like to find out more.

**All of our sponsorship opportunities
can be tailored to suit your specific
business objectives.**



Hughie's Story

**“MY FAVOURITE
MEMORY WAS MAKING
ALL MY NEW FRIENDS”**



Hughies trip to Florida!

13 year-old Hughie Higginson captured the hearts of many when he was awarded the Pride of Britain's Good Morning Britain Young Fundraiser of the Year and the Pride of Manchester Fundraiser of the Year in 2021.

Despite his battle with leukaemia, Hughie's determination to make a difference has been recognised and celebrated. Together with his best friend Freddie, Hughie raised a remarkable £300,000 in gratitude to the doctors and nurses at the Royal Manchester Children's Hospital.

His battle with acute lymphoblastic leukaemia began in September 2020 and thankfully Hughie was given the-all clear in January 2024. Hughie was one of 74 children who went on our 2023 trip, whilst he was still in the middle of his treatment. On learning he was selected to go on the trip to Florida, Hughie expressed 'it's a once in a lifetime opportunity'



**Destination
Florida
Children's
Charity**

www.destinationflorida.org.uk



The Queen's Award
for Voluntary Service



Registered with
**FUNDRAISING
REGULATOR**

Registered Charity No: 1003674



Charity of the Year



What is a Charity of the Year?

A "Charity of the Year" partnership involves a company selecting a specific charity to support throughout a designated period, usually one or two years but sometimes longer. During this time, the company actively engages in fundraising, awareness campaigns, and other collaborative efforts to benefit the chosen charity.

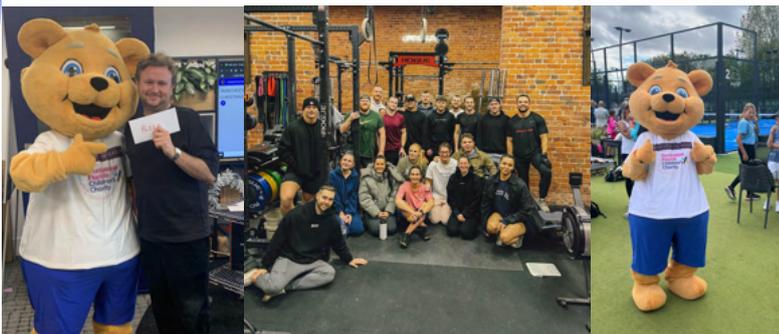
Fundraising and volunteering are great ways to motivate staff and provide a common focus or goal for your organisation. By choosing Destination Florida Children's Charity we can help your company achieve its CSR goals whilst offering PR, fundraising and team volunteering opportunities.

Corporate Support

When we work with you and your team, we want it to be a partnership that benefits both parties. Our team will always be on hand to assist with any marketing support, questions or advice.

Benefits to your business:

- Provide direct support to a community
- Demonstrate your company's commitment to an important cause
- Boost staff morale
- Encourage team building
- Appeal to potential new employees who want to work for ethical/CSR focussed companies
- Positive PR



Ideas for supporting us as Charity of the Year

Fundraising

Team fundraising in the workplace is a great way to engage your employees in team bonding whilst having fun and raising some money! There are loads of fun ways to fundraise.

Organise a Sweepstake

A sweepstake is a really easy way to add some competitive fun to your fundraising. It could be for a sporting event or for something as simple as guessing how many sweets are in the jar.



Hampers

You could ask your friends, family and colleagues to donate items for a hamper and then raffle it off. It could be a specific theme or seasonal.

Potty mouth?

Why not introduce a swear jar and encourage a donation for every expletive used.



Bake Sale

Who doesn't love a bake sale? Get your baking skills honed, host a competition, then sell off the cakes!





Come Dine with Me

Invite friends over for a themed charity dinner party. It could be something casual or a more formal affair. Plan some games and activities/entertainment and charge accordingly. You could also run a raffle to boost profits.

Charity Challenges

Each year we secure charity places in the Great Manchester 10k run which we can offer out to our Charities of the Year. If your company is interested in undertaking any other specific extreme challenges, on our behalf, such as a trek, a skydive, a biking challenge or a mountain climb, please get in touch and we can let you know what you need to do next and how much you'll need to raise.

Volunteering and gifts in kind

Are you able to support us with your time, skills, and resources? Volunteering with us is a great way to support us. Whether you can help at our events, help in our office at key times of the year, lend us your skills for a day or two, or even apply to volunteer for our trip; however you can help, your time and skills are invaluable.

Salary Sacrifice

A regular donation through your salary is a great way to support us. Payroll Giving allows you to directly donate from your salary before tax is deducted. This means if you give £10 a month to us and you are a basic rate taxpayer, the gift will only cost you £8 from your net pay. If you pay a higher rate of tax, £10 a month will only cost you £6 from your net pay, but in each case, the charity would still receive £10.



Testimonials

"The Team and volunteers at DFCC have been amazing, putting all their time and effort to making a real difference for children with Life limiting illnesses. We've worked Together with Destination Florida for 22 years and have seen first-hand the great work they do to help kids, dreams come true. We are dedicated as ever to supporting their fundraising efforts to make sure more children get the opportunity in the future."

Marc Goldberg, Commercial CEO at Together

"As Chairman of Beaverbrooks the jewellers I can state that our company is proud to continue supporting Destination Florida Children's Charity. The charity continues to give children from across the North West of England their holiday of a lifetime. We are honoured to be a part of this amazing charity and will continue to support their good cause."

Mark Adlestone OBE DL

Thank You!

Before you go, please scan the QR code to watch our latest fundraising video



If you would like to find out more about getting involved, please contact us:

Destination Florida Children's Charity

Tel: 0161 7897788

Email: info@destinationflorida.org.uk

www.destinationflorida.org.uk

Follow us on social media

 Destination Florida Children's Charity

 [destinationfloridacharity](https://www.instagram.com/destinationfloridacharity)

 Destination Florida Children's Charity

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