

Fundraising Guide

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



Destination
Florida
Children's
Charity

www.destinationflorida.org.uk



Registered with
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Registered Charity No: 1003674



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.



As you can imagine, 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.

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 the trip.



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.



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

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.



Keeping in touch

Although as a charity we can't keep in touch with every child following the reunion, it's often not the last we see of them.

We love hearing how well the children are doing and we get many children who, along with their parents, will go on to fundraise for us.

We've also had a number of adult volunteers who first got involved with Destination Florida Children's Charity through being a child on the trip.



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Florida here we come!



The Costs

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

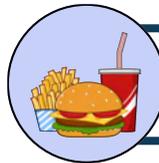
We cover all costs for the children for the entirety of the trip, from passports (if required) to suitcases, US Estas for each child, meals, snacks and drinks. All travel, accommodation and theme park passes plus spending money each day.

£25
US ESTA*



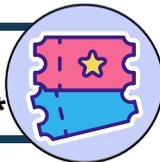
£60
UK Passport*

£280
Spending money*



£500
Food and drink*

£1,000
Theme Park tickets*



£4,000
Total cost per child

*based on one child

How you can help

Fundraising is a really important source of income for us, and is something that you can easily do whether you're looking to do something as an individual, as a group of friends or within the workplace. There are loads of fun ways to fundraise, but here are a few ideas to get you started...

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.



Don't forget Gift Aid!

Donating through Gift Aid means charities can claim an extra 25p for every £1 you give, and, even better, it will not cost you anything extra.

You must declare that you want to donate to us through Gift Aid and that you are a UK taxpayer. This can be done on one-off, regular and sponsorship donations. All we need is your full name and home address to be able to claim this.



Fundraising 5 Top Tips

1

Plan it – Whether your fundraiser is big or small, you'll need to put quite a bit of thought into the planning stage. From the date and venue to your guest list to how many volunteers you'll need and what your estimated expenses vs profit will be. Don't forget to give yourself plenty of time to plan the event.

2

Share it – Once you have your fundraising event confirmed, share your fundraiser with friends, family and colleagues via whatsapp and social media. Spread the word and let as many people as possible know about it.

3

Enjoy it – By planning and prepping well in advance, you will hopefully be able to relax and enjoy the day itself. At the event, connect with people and be proud of what you have achieved.

4

Collect it – It's time to collect your donations and pay them in via our website at www.destinationflorida.org.uk
Call us for other payment methods:
over the phone payment, cheque, online donations

5

Celebrate it – After your event, celebrate how much you've raised and thank everyone who has helped. Feel proud of the impact you've made to a local charity through all your hard work!

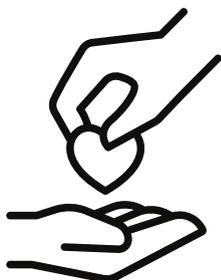


How we can help you

We're here to support you

If you would like to hold a cheque presentation and have some photos taken, please give us a call and we will arrange for someone to attend.

Likewise, if you would like a representative of the charity to attend your fundraising event on the day, please let us know, giving us plenty of advance notice.



Meet Jet the bear

Our mascot, Jet the Bear, is the friendly face of Destination Florida Children's Charity. 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.

If Jet isn't too busy welcoming all our new VIC's he may be available to make a guest appearance at your next fundraising event. He's very camera-happy and makes a great talking-point!

Fundraising Materials

We have branded t-shirts, pens, a pull up banner, collection boxes and buckets for you to borrow.

Please give us a call if you would like to discuss anything further.



Important factors

Food and Alcohol

If you are providing food and drink at an event, it is worth visiting the Food Standards Agency for guidance on preparing food. Caterers will also need to provide their food hygiene certificates and Public Liability Insurance. Visit www.food.gov.uk for more information.

Fundraising literature

If you are designing posters or leaflets to promote your event, please make sure that you use our logo and include our registered charity number: 1003674. Our logo can be downloaded from our website, but please do not stretch it or change it in any way.

Street collection

If you are planning on holding a collection in the street as part of your fundraising, you will need to apply for a Street Collection Licence from the local authority. Visit www.gov.uk/street-collection-license for more information. You are not permitted to collect cash door-to-door.

Health and Safety

If you are organising a large scale or physical event you will need to make sure that you have first aid cover. Organisations such as St John's Ambulance or the British Red Cross can help you to determine the type of cover you'll need.

Raffles

There are strict rules surrounding the running of raffles. If you are selling raffle tickets you will need a license regardless of when the raffle is drawn. This can be covered under our raffles and lottery license, but you must complete the licensing form within 90 days of the completion of a raffle. Please contact our office and we can send you the form via email. We can also supply raffle ticket books should you need them.

Insurance

If your event involves the public, you will need to make sure that you have Public Liability Insurance. Your venue may already have this so check with them first.

Branding and Event Guidance

If you're planning on running an event in aid of Destination Florida Children's Charity, firstly, thank you so much! If we could just ask that you let us know what you're planning ahead of the event, either by emailing us at info@destinationflorida.org.uk or calling us on 0161 789 7788.

If you would like more information or guidance on anything to do with the organisation and promotion of your event, please email us and we can send you a pdf copy of our Fundraising & Events Guidance Booklet. Here you'll find our brand guidelines, a copy of our logo and banner for you to copy and paste, our brand colour palette, information about licensing requirements for raffles and tombola's, plus, a risk assessment form for you to print off, which is especially vital when planning large scale-events.

If you have any queries whatsoever, please just reach out to us and we'd be more than happy to help.



www.destinationflorida.org.uk



Hughie's Story

“IT'S A ONCE IN A LIFETIME OPPORTUNITY”



← 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"



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Corporate support

If you are a company looking to support a local charity, we would love for you to get involved with Destination Florida Children's Charity. There are many ways in which you can help.

Charity of the Year

We can help your company achieve its Corporate Social Responsibility (CSR) goals whilst offering PR, fundraising and team volunteering opportunities.



Payroll Giving

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 tax payer, 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.



Event Sponsorship

We hold many fabulous events across the year. From our glamorous Ladies Lunch at The Lowry Hotel to our spectacular Summer Ball at The Hilton, Deansgate; we can help you generate great brand awareness amongst your customers and our supporters.

We have plenty of packages and ideas for you, please get in touch to discuss further.



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 or even apply to volunteer for our trip, your time and skills are invaluable.

We have plenty of opportunities for you to get involved in, so please get in touch and find out how you can support us.



Our A-Z fundraising



Aerobics, afternoon tea, antiques fair, auction



Bingo night, book sale, bake sale, bike challenge



Car wash, carol singing, coffee morning



Dress down day, dinner party, disco, darts night



Eighties night, easter egg hunt, extreme challenge



Fancy dress competition, film night, football match



Guess the weight, garden party, golf tournament, games



Head shave, hiking challenge, hamper raffle



Indoor games, 'I'm a celebrity get me out of here' food challenge



Jumble sale, jam making, jewellery making



Karaoke night, knitathon, keep fit marathon



Line dancing, DIY lottery, limo competition



Murder mystery, marathon, matched giving day





N

Non - uniform day,
night time walk,
netball tournament



O

Online quiz, odd jobs
for donation,
obstacle course



P

Pub games night,
pancake race, plant
sale, poker



Q

quiz night, sponsored
to quit (chocolate,
drinking etc)



R

Raffle, regular giving,
running challenge,
race night



S

Skydive, swimming
challenge, swear jar,
sponsored silence



T

Tombola, teddy bears
picnic, tea party,
talent show



U

Upcycle unwanted
items, university
challenge



V

Variety show, valet
service, sponsored
vegan week



W

Walking football,
wingwalk, wrapping
presents for donation



X

X box games
night/tournament,
xmas fair



Y

Yoga class



Z

Zumba dance
evening, zip wire



Our events

LADIES
Lunch

MANCHESTER
10k 2025

SUMMER
BALL
2025

Our two biggest annual calendar events are our Ladies Lunch and Summer Ball, both of which have been running for several years and mark key dates in many of our supporters' diaries.

We also host smaller events throughout the year, as well as partner with various companies who run events in aid of our charity. If you would like to partner with us to organise your own event, please get in touch.



Each year we secure charity places in the Great Manchester 10k run. Please give us a call if you want to get involved!

If you are 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!



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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