



Charity No. 1125695  
Telephone 0844 3350512  
email: [info@heelandtoe.org.uk](mailto:info@heelandtoe.org.uk)

**Helping Children with Cerebral Palsy & Dyspraxia**

Reg Charity Number 1125695

# FUNDRAISING PACK

## HEEL & TOE

### CHILDREN'S CHARITY

**Making fundraising  
fun!**



Heel & Toe, Jordan House, Finchale Road, Framwellgate Moor, County Durham, DH1 5HL

Tel : 0844 3350512

Website: [www.heelandtoe.org.uk](http://www.heelandtoe.org.uk)

Email: [info@heelandtoe.org.uk](mailto:info@heelandtoe.org.uk)



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## The Charity

Since 2008 Heel & Toe have been providing FREE conductive education therapy to children all over the North East who have Cerebral Palsy, Dyspraxia and other motor disorders at their centre in County Durham.

The charity started with only 4 children and now helps over 78 children from all over the North East area aged between 6 months to 19 years old.

The purpose of Conductive Education is to allow children with Cerebral Palsy and Dyspraxia to lead a more independent, confident lifestyle whilst coping with a non-curable condition.

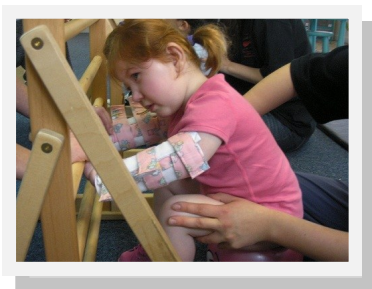
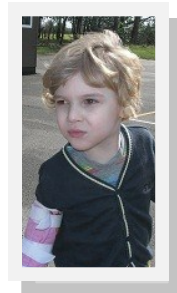
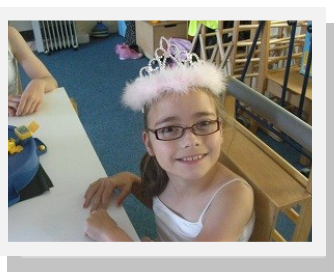
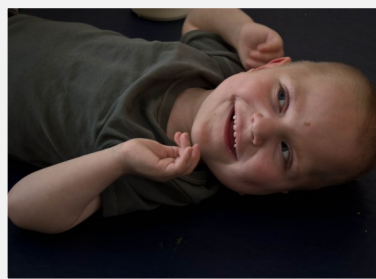
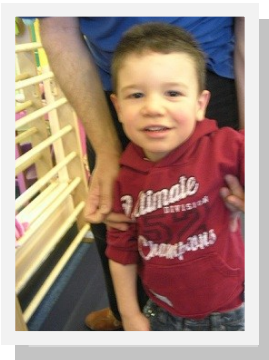
We are the only charity in the North East to provide FREE conductive education.





## Who We Help

Here are just a few of the children who benefit from attending Heel & Toe for FREE Conductive Education therapy.





## Why Fundraise For Heel & Toe?

Heel & Toe receive no government funding and rely solely on donations and fundraising to keep the charity running.



To keep our Centre running we need to raise **£300,000** per annum.



To Sponsor 1 child's sessions for 1 year we need to raise **£3,700**.



For new equipment we would need to raise approximately **£300** just for one plinth.



In order to purchase some toddlers tactile equipment we need to raise **£150**.



For one child to receive a FREE assessment the cost is **£35**.



## A to Z of Fundraising Ideas

### A

Abseil  
Auction  
Art Exhibition  
Aerobics Marathon  
Antiques Fair

### B

BBQ Fun Day  
Bike Ride  
Bring & Buy Sale  
Bounce-a-thon  
Baking Sale

### C

Car Boot Sale  
Charity Ball  
Cycle Challenge  
Clothes Swap  
Children's Walk  
Cake Sale

### D

Dog Walking  
Dress Auction  
Dress Down Day  
Dominoe Comp  
Dance Comp

### E

Easter Egg Comp  
Eating Marathon  
(Beans etc)  
Eyebrow Shave

### F

Funny Feet Friday  
Football Match  
Fun Day

### G

Great North Run  
Guess The Teddy-  
Name  
Gunge Tanks  
Golf Day

### H

Halloween Party  
Hair cutting-  
challenge

### I

It's a Knockout  
Indoor Market  
Ironing Service

### J

Jelly Eating  
Comp  
Jewellery Sale

### K

Karaoke Comp  
Kayak Race

### L

Lookalike Contest  
Lemonade Sale

### M

Music Night  
Magic Contest  
Moonlight Swim

### N

Netball Match  
Nature Trail  
New Year  
Resolutions

### O

Office Raffle  
Open Day

### P

Pirate Party  
Painting Comp  
Parachute Jump

### Q

Queens & Kings  
Party  
Quiz Night

### R

Rowing Comp  
Raffle  
Rock Night

### S

Sponsored Silence  
Swear Box  
Singing Comp  
Swimming Race

### T

Tea Party  
Talent Show  
Tombola  
Treasure Hunt

### U

Under the Sea  
theme party  
University Challenge

### V

Variety Show  
Valentines Disco  
Volleyball Comp

### W

Window  
Cleaning  
Wine Tasting  
Wacky Clothes  
Day

### X

Xmas Fayre  
Xmas Panto

### Y

Yoga Day  
Yummy Mummy  
Comp

### Z

Zumba Sponsored  
Zip Wire



Heel & Toe are now working in partnership with 'Take a Day Out' who offer short breaks to parents and carers of children with disabilities and complex needs.

To fundraise through 'Take a Day Out' just visit their website [www.takeadayout.co.uk](http://www.takeadayout.co.uk) or give them a call on 01740 469001.



## Hints and Tips

### Find a suitable location

Check the size & capacity, parking availability, inside facilities, ie toilets/catering

### Choose an event

Either sponsored event or charged entry fee or ticket sales. Any idea that will raise money and awareness is great

### Check details of event

Do you need permission for location or a licence?

Do you need a risk assessment?

### Check your costs

Do you have to pay for venue/ food etc. Work out a good budget. Will you sell tickets or pay on entry?

### Work out a schedule

Have a check list of what you need and give yourself reasonable deadlines and tick them off when complete

### Advertising Press & TV

Send a press release about your event to local newspapers / news crews/ and radio stations?

### Printing & Promotion

Do you need posters and tickets for the event? Hand them out to your friends & family/ local area

If you need any help or advice with planning an event please contact [jane@heelandtoe.org.uk](mailto:jane@heelandtoe.org.uk) or call 0844 3350512 and ask for Amanda or Jane.



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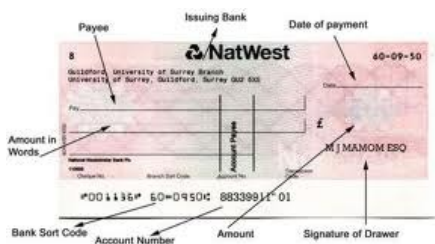
# Donation Methods



If your taking part in a sponsored event you can set up a just giving page for donations at [www.justgiving.com/heelandtoeuk](http://www.justgiving.com/heelandtoeuk)



You can donate through txt just send a text message 'HEEL01 £(amount in sterling) to 70070



You can send a cheque addressed to 'Heel and Toe' to our centre address.



If you would like to make a monthly donation please fill in the Direct Debit form on the next page.

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Standing Order Form Inserted Here



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## Contact Details

### Our Address

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Forster Business Centre  
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DH1 5HL

### Telephone Numbers

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Fundraising & Events - [amanda@heelandtoe.org.uk](mailto:amanda@heelandtoe.org.uk)  
Centre Manager - [doug@heelandtoe.org.uk](mailto:doug@heelandtoe.org.uk)

**Website** - [www.heelandtoe.org.uk](http://www.heelandtoe.org.uk)

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