



zephyr's
nurturing support for bereaved families

FUNDRAISERS SUPPORT PACK





THANK YOU FOR FUNDRAISING FOR ZEPHYR'S

Whether you're running a marathon, baking cupcakes, or hosting a quiz night, fundraising is a fun and meaningful way to support our work. In order to deliver our counselling and support sessions, **we need to raise at least £100,000 each year.** Your donations and fundraising activities provide vital funds to help us support bereaved families within Nottinghamshire and beyond.

We are incredibly grateful to our fundraisers. Your support powers everything we do—from providing counselling and therapeutic sessions to training healthcare professionals. **When you fundraise, you're doing more than raising money—you're raising awareness, building connections, and helping to transform bereavement care across the county.**

You don't need to be a professional athlete or event planner to make a difference. All you need is an idea, a little time, and a lot of heart.





WHO WE ARE

Zephyr's supports bereaved families with compassion, creativity, and care. We offer space, understanding, and practical help when life feels overwhelming.

Born out of love for their son Zephyr who died just before he was born, Zeph's parents Carly and Martin imagined a place in which grief, love and understanding could sit hand in hand. Zephyr's charity is community focused, and enables bereaved families to find support and connection in each other. We offer specialist baby loss and child bereavement counselling, alongside a range of therapeutic activities and peer-to-peer support sessions.

Funds you raise help us:

Provide emotional and therapeutic support

Create safe spaces for families to connect

Offer memory-making activities

Develop resources that help people navigate grief with dignity

You're part of that impact

— thank you.





IDEAS TO GET YOU STARTED

Get Active

Whether you choose to run, cycle, swim or rock climb (!) sponsored challenges are a great way to raise money whilst moving. You could sign up to an organised event like the Robin Hood Half or Mini Marathon, or set your own personal challenge.

Bake for a Cause

Bake sales are a fun and simple way to bring people together, share something delicious and raise much needed funds for a wonderful cause.

Something a little different

Fundraising is also a fantastic opportunity to step outside your comfort zone and try something completely new. From firewalking and abseiling to dragon boating and other wild and wonderful adventures, there are countless fun and thrilling ways to challenge yourself—all while raising essential funds.





NEXT STEPS

1. Get in touch! - We'd love to hear about what motivates you to support Zephyr's. Once you get in touch we'll send a short fundraiser questionnaire. This helps us understand your fundraising activity and how we can best support you.
2. Pick a fundraising target that feels achievable but motivating.
3. Give yourself time to plan, promote, and gather support
4. Share Your "Why" - Your reason for fundraising inspires others to get involved. We'd be happy to share logos, images and other resources to help tell your story.





TELL YOUR STORY

Your voice is powerful.

- Share photos or short videos
- Celebrate milestones
- Tag @zephyrsnottingham so we can cheer you on!

Sample Post

I'm raising funds for @zephyrsnottingham, who support bereaved families with compassion and care. I'd love your support as I take on (your activity). Every donation makes a difference. Thank you for being part of this with me.

Offline Promotion

- Posters in local cafés or workplaces
- Community newsletters
- Word of mouth
- Workplace intranet or noticeboards





JUST GIVING

Setting up a Just Giving page is the easiest way to collect your funds. To begin, visit **justgiving.com** and enter 'Zephyrs' in the charity search box. Once you've found our page simply click 'start fundraising' and follow the instruction.

If you're taking part in one of our larger campaigns i.e. Robin Hood Half Marathon or Firewalk Fundraiser, you can connect your page so your funds feed into the overall raised through the activity.

OTHER WAYS TO COLLECT FUNDS

- Cash collections (with permission)
- Workplace matched funding
- Bank transfers or cheques

Please send your total within 30 days of your activity. If you need help with Gift Aid, just ask — it can increase donations at no extra cost.





REPRESENTING THE CHARITY

We love when supporters proudly represent us.

When you're taking on a challenge or hosting an event, we can equip you with resources that make it easy to show who you're supporting and why it matters. This includes digital logo files you can use on posters, fundraising pages, or workplace newsletters, as well as ready-made social media templates to help you encourage sponsors and keep people updated on your progress.

If you'd like something more visible, we can provide

- charity t-shirts for events and challenges
- branded collection buckets or tins

These touches help you feel part of the wider Zephyr's community and make it easier for others to recognise and support your efforts.





WE'D LOVE TO CELEBRATE YOUR STORY

Share your story with us:

- Photos
- A short write-up of what you did
- Your fundraising total
- Any reflections from the fundraising journey

With your permission, we may share your story. Doing so helps raise awareness of bereavement, deepens understanding of the support families need, and inspires others to get involved.

Many supporters go on to take part in future events, volunteer, or join our community activities. You're always welcome.

