

## Bliss Little Lights FAQs for hosts



### When should I host my walk?

A Bliss Little Lights walk is the perfect winter fundraiser but many supporters also like to host them around World Prematurity Day which is held on 17 November. Whenever suits you is the perfect time but do give yourself enough time to assemble your team of fundraisers.

### Where can I host my walk?

Choose a starting point that is easy for everyone to get to such as your house, or local landmark. You can plan a route and distance online and should also test it out yourself to make sure it is accessible for your walkers.

### Do I need to get permission to host my walk?

If you are walking just with family and friends you should be fine to turn up and walk. If you are looking to walk on private property or hosting a large walk that is open to the public then you should contact the landowner to inform them of your walk (this would be the council if walking in a park).

### What is a risk assessment and do I need one?

If you are hosting a walk then we recommend you complete a risk assessment. This will help you anticipate and plan for anything that might go wrong. A risk assessment is a simple document that lists potential hazards and then considers ways that you can minimise risk in order to keep everyone safe. We have a risk assessment template that you can use and adapt as necessary – just ask us for a copy.

### Do I need insurance for my walk?

There is no law to say you need insurance to host a voluntary or community event and it is good planning that stops things from going wrong.

If you are walking with just friends and family then you should be fine to advise everyone to be responsible for their own safety.

If you are hosting a walk that is open to the general public then you will need to get permission from the landowner (likely to be the council). You may then be asked to provide public liability insurance - you can ask why this is required as it is not compulsory in law. Sometimes signing a disclaimer will be adequate instead of buying insurance yourself.

Please remember that you are responsible for any fundraising activity that you hold and we cannot accept liability for any fundraising activity or event you undertake.

You can find more useful information about organising a voluntary event in this [\*\*government guide\*\*](#).

## **How will the money I raise support Bliss's work?**

Bliss' vision is that every baby born premature or sick in the UK has the best chance of survival and quality of life. And the money you raise will help us achieve this by:

- **Funding and supporting research**

Research has the potential to save babies' lives and improve their quality of life now and in future. Your fundraising will make a tangible difference for babies needing neonatal care.

- **Improving care on neonatal units across the UK**

With your support we can raise awareness of the issues affecting premature and sick babies and campaign for essential change within government and the NHS. The money you raise also enables us to deliver training for health professionals and helps us improve the standard of care on neonatal units through the Bliss Baby Charter.

- **Empowering families**

Your donation will help us provide practical information to help parents feel more confident and involved in caring for their baby on the neonatal unit. It also supports our volunteers who provide a listening ear to support parents during this difficult time.

### **Find out more about our work**

## **Can I split the funds raised with another charity?**

We are aiming to raise £70,000 at our walks therefore we ask that all money raised at a Bliss Little Lights walk should be for Bliss only to help us continue our essential work. As this is a Bliss event we invest time and resources so we can help our supporters raise as much money as possible, which in return, helps us reach more premature and sick babies across the UK.

## **How much should my walk raise for premature and sick babies?**

We want to raise £70,000 at this year's Bliss Little Lights walks so we need you and your walkers to be ambitious with fundraising.

We hope you and your fundraisers will get focused on raising as much money for premature and sick babies as possible and aim for the sky. To say thank you for your amazing fundraising we have got some great goodies that we will send to you once you've reached a fundraising milestone and should your walk raise **£1,000** or more in total we will send you a glass trophy to say a special thank you.

However much your walk raises you can be sure that the funds will make an amazing difference to the lives of premature and sick babies across the UK.

## What materials will you provide for my walk?

Every walker who has confirmed their walk by telling us the date and area it takes place in will receive a fantastic materials pack, including certificates for walkers, balloons, banner and more!

You can tell us the date and location of your walk at any time by emailing [events@bliss.org.uk](mailto:events@bliss.org.uk)

We will also email and post every one of your walkers a sponsorship form when they set up a JustGiving page.

## I need more materials, can you help?

Your materials pack should have everything you need for your walk. You can download posters and bunting online. If there is anything missing in your pack please get in touch.

As there is a cost to the charity to buy and send materials we ask that you only request extra materials if you really need to.

We also have some fantastic social media images available to download – please tell your fundraisers about these.

## Can you help promote my walk?

Yes, we can list it as an event on our [Facebook page](#) if you want to invite other Bliss supporters along. You can also use our media toolkit to get your story promoted locally. Please use the contacts in the media toolkit if you want more help promoting your walk.

Please remember that bigger is not always better and some of our most successful walks have just a few committed fundraisers taking part.

## How do my walkers raise funds?

You should ask all of your walkers to set up a **Just Giving page** to kick start their fundraising. To encourage them to set up a page we recommend that you create your own and then create a little lights team. They can then join the team after creating their own page.



You can find out more about setting up [JustGiving teams here](#).

There are lots of other ways that everyone can top up their totals raised including matched funding from employers and bake sales.

## Can my walkers get a Bliss t-shirt?

Yes, we would love to send your fundraisers a Bliss t-shirt to wear at your walk once they have set up their JustGiving page and raised £50.00 or more. We will let them know that they can request a t-shirt when we send them a welcome email. We are unable to send t-shirts without a commitment to fundraising due to the cost of buying and sending them.

## How will my walkers be thanked?

We will provide you, the host, with certificates to hand out at the end of your walk.

As well as this we have some special thank you gifts to send to your fundraisers when they have completed and paid in all funds to Bliss.

- **£75** or more and receive a thank you certificate, keyring and Bliss pin badge.
- **£300** or more and receive the above and My first Bliss bear.
- **£1,000** or more and receive the above and a special glass trophy.

Please note that we will only be able to thank them in this way if you they have fundraised via their **own** JustGiving page or paid in funds under their name.

If they pay in money to someone else JustGiving page then we will be unable to send them a special gift.

## What do I do after the walk?

Firstly tell us how it went! We'd also love to see photos, please email these to [events@bliss.org.uk](mailto:events@bliss.org.uk) and let us know if we can share them on our social media channels.

If you have funds to send to us use the details on the back of the sponsorship form to do so.

We will thank you and your walkers about a month after your walk.

## Any other questions?

Please get in touch with any questions – we are here to make your fundraiser a success! Please email [events@bliss.org.uk](mailto:events@bliss.org.uk) or phone **0207 378 1122**