



BE THE REASON FOR THEIR SMILE

INFORMATION BOOKLET





ABOUT OUR MATCHED GIVING CAMPAIGN

Thank you so much for your interest in becoming a Champion in our upcoming crowd funding campaign. We hugely appreciate your support.

From 10am on Sunday, 13th March to 10pm on Monday, 14th March, every £1 raised in this campaign will be doubled by our matched pot, which has been donated by our generous supporters.

Demand for our services has grown exponentially. Two years ago we had nine NHS hospital partners, today we have 20 partners and by the end of 2022, our aim is to be working with 31 NHS hospitals across England spreading 30,000 smiles. But there are many more young patients we want to reach and, with your support, we can make a real and positive difference to those most in need.

“YOUR INITIATIVES BRING BRIGHT SPARKS AT THE MOST DIFFICULT TIMES AND COMPLETELY DOMINATE THE MEMORIES OF TREATMENT, ENSURING THEY ARE NOT TRAGIC OR TRAUMATIC AND MAKING THEM A MORE BEARABLE EXPERIENCE.”

A PARENT

Our research shows that the key challenges facing seriously ill children in hospital are fear, pain, isolation, boredom and separation from family and friends.



ABOUT SPREAD A SMILE

There are currently 86,000 children in England living with life-limiting or life-threatening conditions under the care of the NHS. Spread a Smile provides critically ill children with access to enhanced play and entertainment during some of the darkest times of their lives. Our teams of entertainers including fairies, magicians, singers, artists, face-painters and therapy dogs make regular bedside visits.

Hospital play and entertainment must be seen as essential for helping sick children to cope effectively with illness and hospitalisation. From the moment of diagnosis Spread a Smile has a direct impact on the wellbeing of these children by delivering services that reduce anxiety, build confidence and self-esteem and provide a distraction from difficult treatments and painful procedures.

Spread a Smile is there to support families throughout all stages of illness and treatment, taking the pressure off parents and carers by bringing smiles and laughter during long hospital stays and helping to create positive memories and rare moments of joy. Our holistic family-first approach means that parents and siblings are not forgotten during these difficult times.

We partner with NHS hospitals to enhance their play provision and provide much needed support which would otherwise not be available.

97%

of parents/carers of critically ill children believe our services have a positive impact on their child's emotional wellbeing

“TO SEE OUR GIRL SMILE WHEN DEALING WITH PAIN HAS MADE OUR HOSPITAL STAYS MORE BEARABLE.”

A PARENT



“YOU HAVE BEEN ABSOLUTELY INSTRUMENTAL IN HELPING US GET BACK ON OUR FEET AS WE FINISH TREATMENT AND TRY AND RETURN TO NORMAL LIFE. WE CANNOT THANK YOU ENOUGH FOR YOUR SUPPORT.”

A PARENT



HOW THE CAMPAIGN WORKS

Becoming a Champion is easy. Together, we will create your personalised fundraising page which you can circulate to your friends, family and colleagues over the 36-hour campaign.

At the start of the campaign, we will ask you to send the link to your fundraising page to your contacts and announce your support of Spread a Smile's matched funding campaign. During the campaign, we will also send you further messages, videos and images about our charity. Should you wish, you can forward these to your contacts via WhatsApp, text or email – as we hope these will encourage your contacts to donate.

By being a Champion, not only will you help us to raise much-needed funds, you will also be helping to raise awareness of the charity, the need for our services and the impact we have on young lives

We are organising a virtual meeting for all Champions on **Wednesday 2 March at 8pm** and we very much hope you will be able to join us.

The meeting will talk through how it works and answer any questions you might have. In the meantime if you have any questions please do not hesitate to contact us on fundraising@spreadasmile.org

Your support of our campaign could never be more valued or appreciated. Thank you so much.

100%

of parents/carers of critically ill children believe that our services created positive memories for their child in hospital



THANK YOU FOR SPREADING MORE SMILES