

Bliss Little Lights Walk

Light up the night
for premature and sick babies

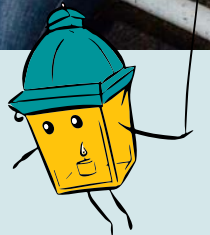


Your walk, your way

Bliss
for babies born
premature or sick



Shine bright and light up the night!



Thank you for walking with Bliss Little Lights to mark World Prematurity Day. With your help, we aim to raise as much as possible to support the 90,000 babies born needing neonatal care every year.

You may be walking alone, with friends or family or as part of a larger group. However you walk, the money you raise will help us improve the lives of babies born premature or sick, across the UK.

We want to make sure you have all the information you need to make your walk a success. Alongside this pack you will find a sponsorship form, a poster to help promote your walk and a few other goodies from us.

We are here to support your fundraising so please do get in touch if you have any questions.

How to get started

Create your online fundraising page

However you are walking, your first step should be to create your own online fundraising page. To do this, search Bliss Little Lights or follow the link we'll send you via email.

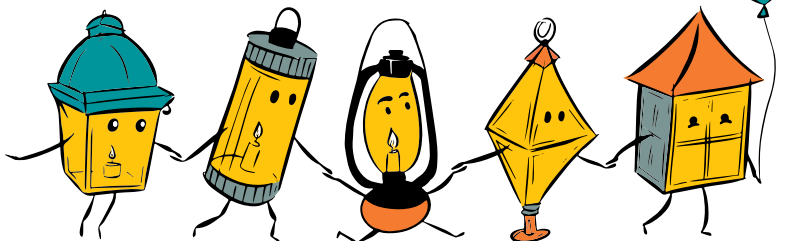
If you are hosting a walk Once you have decided on a date and route you can ask your friends, family and colleagues to join your walk by setting up their own fundraising page. It is a good idea for you, as the host, to create a JustGiving team for your walk. Make sure your walkers are joining that too.

If you are joining a walk After setting up your JustGiving page please join the team page set up by your host. Please make sure the host knows you are joining their walk and keep in contact with them in the lead up to the walk.

If you are walking alone Once you have decided on the date and route of your walk then you can start fundraising.

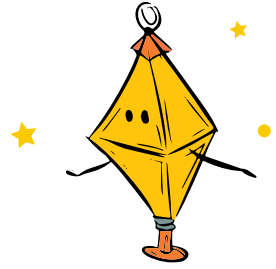
However you walk

- ★ Check out the FAQs and other downloads for hosts and walkers at bliss.org.uk/littlelights
- ★ Don't forget to shine bright with lanterns, fairy lights and glow sticks
- ★ Aim high with your fundraising and remember to personalise your Just Giving page with your photo and story
- ★ Use your Little Lights postcard to show others why you are walking
- ★ Join our Facebook group to share photos, stories and tips. Just search for Bliss Little Lights Fundraisers.
- ★ If sharing photos or video on social media, tag @BlissCharity.



Raising money

The more you raise,
the more premature and sick babies
Bliss is able to support.



Tips to boost your fundraising total

Collection box

Request a collection box
or two from us to place in
local businesses.

Bake for Bliss

Bake and sell some tasty
treats which you can put
towards your total. Ask us for
our special bake pack.

Match your donations

Ask employers and local
businesses if they will
match your fundraising or
make a donation towards it.





Bringing us together

Bliss Little Lights Walk in Hull, hosted by Nadia



“Our nephew, Jacob, was born 17 weeks early, and when we held our Bliss Little Lights Walk he was only seven weeks old and still in intensive care.

Organising the walk raised valuable money which helped us to thank Bliss for the continuous support they gave Jacob’s mummy and daddy.

But perhaps just as importantly, it gave us a focus, and at a time when we were feeling desperately helpless it brought our family and friends together in a very positive way.”

How your money makes a difference



Bliss champions the right for every baby born premature or sick in the UK to receive the best care. With the money you raise, Bliss can:

Empower families

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

Influence policy and practice

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 could also provide training for healthcare professionals working on the neonatal unit and help to improve care through the pioneering Bliss Baby Charter.

Fund and support 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 to the lives of babies needing neonatal care.

**Thank
you!**

This work is only possible thanks to generous supporters like you. Thank you for taking part in a Bliss Little Lights Walk and helping us to give premature and sick babies the best possible start in life.

What next?

Pay in the money you raised

JustGiving

This is probably the easiest way. If you have set up a JustGiving page for Bliss, then the money you raise online will come to us automatically.

Online

Visit bliss.org.uk/donate to pay by credit/debit card or Paypal.

By post

Send a cheque made payable to Bliss with your completed sponsorship form to:
Bliss, 1st Floor North
10-18 Union Street
London
SE1 1SZ

However you pay in your donations, please return your sponsorship form to Bliss. Thank you!

Send us your photos!

We'd love to see your Bliss Little Lights Walk photos.

Share them with us via email or tag us @BlissCharity on social media:•

✉ events@bliss.org.uk

f   search 'Blisscharity'

Your photos could feature in future Bliss Little Lights Walk promotion!



Get in touch

 bliss.org.uk/littlelights

 020 7378 1122

 events@bliss.org.uk

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Registered charity no. 1002973
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