



**99,000**  
**steps challenge**

# Fundraising Pack

**15 - 21 June 2026**

Children's hospices bring precious moments of happiness to families with children living with serious illness. But they're under real funding pressure: without more support, they can't provide all the care families rely on.

By taking on the 99,000 Steps Challenge, you are helping the 52 children's hospices across the UK, continue to provide the vital care and support families rely on.



## In this pack you'll find:

- Fundraising top tips
- Fundraising ideas
- How your support helps
- Ways to connect with us

# Fundraising top tips

These are some of our top tips for maximising your online fundraising page. Refer to these tricks of the trade and you'll be reaching your target in no time!

## 1 Make it personal

Friends and family are much more likely to donate to your page if it's full of you and your personality! Make sure your giving page photograph is of you – it can be serious or silly. Inject some of your style into the page. Inspire donors by sharing your story and the reasons behind your support for Together for Short Lives.

## 2 Set the bar high

People often follow suit by donating the kind of amounts they've seen before. Whether it's you donating £10 on the page or asking your generous friends and family to set a precedent. It'll make a real difference in encouraging others to dig deep.

## 3 Keep it up to date

While setting up the online giving page is a huge step, you can't just leave it like that! Update your page with your steps, share pictures of your walks on social! Let your supporters know that you clocked 10,000 steps on Strava in the pouring rain! Make sure people don't forget that you're out there challenging yourself.

## 4 Shout about it

Make sure you tell everyone about your challenge. This includes friends, family, colleagues, that one person you have on LinkedIn and you're not quite sure how you became a connection. Message, text, call or chat to as many folks as you can. You could even try getting your name on the local radio or in the papers – be proud of what you're doing and shout about it!

**Psst...Don't forget anyone who raises over £99 will receive a medal!**

# Fundraising ideas

Alongside taking on 99,000 steps, there are plenty of other events and fundraising activities you can take on this Children's Hospice Week. From scavenger hunts to bake sales, there are plenty of activities to make your 99,000 Steps Challenge an amazing success and go above and beyond the £99 target!

## Sports day

Compete against friends or colleagues in your own mini Olympics. Sporting events could include things like giant Jenga or table tennis, or the classics like an egg and spoon or sack race.

## Donate your commute

Ditch the car, bus or train and put on your walking shoes. Donate the money you've saved to your fundraising page. It's good for you, the environment, and will help you hit your target.

## The 99 team challenge

Use the 99,000 Steps Challenge as your theme by taking on other challenges around 99 or 99,000!

- Try and clock 99km on a static bike
- Set up a 99p fine jar
- Challenge yourself to do 99 star jumps in a minute
- Hold a plank for 99 seconds
- Do 99 squats in a row
- Eat as many 99 flakes as you can in 99 seconds!

## Sponsored fancy dress

Raffle off the chance to choose your outfit for crossing the 99,000 steps finish line, or take part in a fun run and let whoever donated the most choose a fun outfit for you to don whilst completing the run!

## Scavenger hunt

Hold a scavenger hunt in your garden, office or around town. Friends and family can work individually or in teams to find your clues and complete your scavenger hunts. Ask everyone to donate to participate with a prize for the winners!

## Parkrun

Get those last-minute steps in with a parkrun in one of 1,327 locations across the country. Make it fun by wearing fancy dress and asking for sponsorship!

## Dance-a-thon

Host a sponsored dance-a-thon and take your steps, fundraising, and energy through the roof! Get your best steps playlist out and get grooving all day. Get friends and family involved and have prizes for whoever lasts the longest.

# How your support helps

£5

could help pay for craft materials for creative play sessions.

£10

could pay for a memory box for a family to capture precious moments.

£15

could help us answer a helpline call from a family or children's hospice professional.

£25

could pay for an art therapy session for a child to help them express themselves through art.

£30

could help pay for one hour of care for a child with serious illness.

## Every step counts for children like Darcie

Darcie Game, who is ten months old, has a genetic disorder called Junctional Epidermolysis Bullosa.

Darcie and her family were referred to East Anglia Children's Hospices (EACH) soon after her diagnosis. "EACH has been involved pretty much from the start," said mum Alice.

"It doesn't give off clinical vibes, like a hospital or adult hospice which is full of wards and beds. Here, it's very different and a comforting space to be in.

"The last ten months would certainly have been very different without EACH.

"There's been so much support, and, without it, we'd struggle in all aspects of life."



**"It's so warm and welcoming at the hospice, from the moment you walk through the door"**

**-Mum, Alice**






# Connect with us

Shout on social media about your fundraising activities for the week, or perhaps share just why you support Together for Short Lives' vital work with children's hospices. Don't forget to tag us in and use #ChildrensHospiceWeek and #99000stepschallenge

In the run up to and throughout Children's Hospice Week, we'll be sharing lots of stories from families, professionals, fundraisers and more. Follow along and join the online movement for the hospices you support.



## Follow us on social media

-  @together-for-short-lives
-  @Tog4ShortLives
-  @togetherforshortlives
-  @togetherforshortlives
-  @togetherforshortlives

# Good luck and happy stepping!



## Need help?

Please do get in touch with the team on [events@togetherforshortlives.org.uk](mailto:events@togetherforshortlives.org.uk) if you need any assistance or for any more fundraising tips and ideas. Thank you so much for your support!