



Simon Says

Child Bereavement Support

25 Years of Giving
Grief a Voice in
Hampshire

Let's Get Fundraising!

Supporting children to grow around their grief
with hope

25th Anniversary Fundraising Pack for Families

Registered Charity England & Wales No: 1196341



Simon Says

Child Bereavement Support

Welcome to our 25th Anniversary Fundraising Pack!



Thank you for
helping us celebrate
and for joining us in
supporting young people
across Hampshire in their
journey through grief
toward hope.



Message from a Simon Says Child

"When my dad died, I didn't know how to talk about it. I didn't want to cry in front of my friends, and at home I didn't want to make Mum sad.

When I came to Simon Says, it was the first time I met other children who understood. We talked, we drew pictures, and we remembered the people we missed.

I learnt that it's okay to be sad and to laugh again too. Simon Says helped me find my voice and know that I'm not alone."

— Ella, aged 10

Message from a Simon Says Family

"After my husband's death, I didn't know how to help my children. I was struggling with my own grief and felt completely lost. Then I found Simon Says.

My children look forward to the support groups — they've made friends who truly 'get it'.

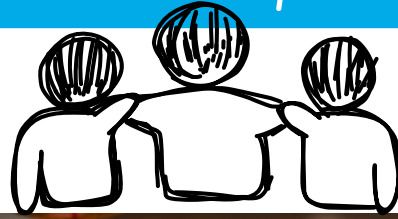
Simon Says has helped us to rebuild hope, one small step at a time."

— Sarah, parent of 2 children supported by
Simon Says



About Simon Says

For the last 25 years Simon Says has been dedicated to providing support for children and young people up to the age of 18 years old, who have a significant person in their life who has died or is dying across Hampshire.



Simon Says– A brief history

Sally Stanley (pictured right) set the charity up after her husband Simon sadly died, aged 37. Sally found there was no support in Hampshire at that time, for her and their two boys and so along with a couple of friends and a big fundraising event organised by Simons' school, they established "Simon Says" in his name, as a registered charity and launched in April 2001



Why it matters



The Tetstall Family

Written by Ellen

My husband Rick died suddenly in July 2024 after a bike accident in Los Angeles, where we were living at the time. Our children were then 8, 6, 3, and 4 months old. With all our family in the UK, it made sense to move back. The ICU team provided incredible support, including signposting me to Simon Says before we'd even left the States.

The older two attended their first Support Group that autumn. They were both nervous to meet other bereaved children, but the gentle welcome and consistent care from the volunteers helped them to settle. Whilst one loses herself in the crafts, the other appears to chat non-stop. My third child joined this year. He was so young when his Dad died and I'm not sure he's yet grasped the finality, so I'm especially grateful for the group as he wrestles with loss.

Simon Says offers my children genuine community, deep care and real warmth. I never wanted them to need any of this support, but it is incredibly reassuring to have their grief handled with such expertise and compassion.

My Dad died when I was 12, so I understand a little of what my kids are facing. I know how much I would have appreciated a face-to-face opportunity like this, regular and close to home. Now as the parent, I also benefit from the connection amongst the adults and the beautiful events laid on for us.



Five Top Fundraising Tips

for families

Once you've chosen your fundraising idea, here's how to make it a success and have fun along the way!

1

Plan It

Think about what suits you best — a walk, bake sale, quiz night, or family challenge. Decide who's taking part, where it will happen, and set a target together.

Share It

Tell friends, family, and colleagues about your fundraiser and why it matters to you. Use social media to share your progress, and tag @SimonSays to help spread the word. The more you share, the more awareness and support you'll raise for Simon Says.

2

3

Enjoy It

Make your fundraiser personal and fun! Play music, invite others to join in, and take moments to reflect on why you're doing it. Every step, every cake sold, every story shared helps children find hope after the death of someone close.

Pay it in

Once your event is finished, gather up your donations and send them in: If you've used JustGiving, it'll come straight to us. If you've collected money yourself, use the form in this pack or contact us for bank details. Every pound makes a real difference.

4

5

Celebrate & share

You've achieved something truly special - THANK YOU for being part of our 25th anniversary year!

We'd love to hear your story and see your photos. Email us at info@simonsays.org.uk or tag us online to share how you helped give grief a voice in Hampshire.

Ways to Fundraise & Get Involved *for families*

Here are some themed ideas and options you (and your family/friends) can get involved in:



Steps of Hope: 25 Miles / km for 25 Years

Pledge to walk, run, cycle, scoot, or even step in place daily until you reach 25 miles (or km). Invite friends and family to sponsor each mile. Use everyday routes, parks or even indoors. Share your steps tracker.

Voices of Hope – Storytelling Campaign

Write or record a short story, memory, poem or reflection on someone who had died or your journey with grief and hope. Share it (with permission) on your social media, local press, or with your community. Invite a donation to support children's grief support services.



Grow Hope – Monthly Donor Appeal

Invite friends, family or colleagues to commit to a regular small gift (e.g. £5 or £10 per month) in celebration of 25 years. Even modest monthly support enables stability and ongoing impact.

Hope for the Future – Legacy Campaign

Talk with your loved ones about the possibility of leaving a legacy gift in your will. This lasting contribution ensures grief support continues for future generations.

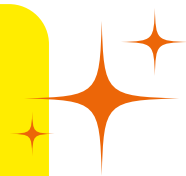


Other fundraising ideas

Bake sales, quiz nights, virtual challenges, art sales, sponsored silence, readathons, car wash days, dress-up days, Sponsored Simon Says game – the options are endless! Choose something meaningful to you.



Extra Fundraising Ideas



Fun, creative, and full of heart!

Whether you're taking part as a school, family, Individual or community group, there are so many ways to get involved and raise money to help children and young people who are grieving.

Pick something that feels right for you and have fun doing good!

Get Moving: Lace up, stretch out, and raise funds through movement!

- Take on Steps of Hope — walk, run, or cycle 25 miles for 25 years
- Walk and Talk Events - A walk and talk brings healing through movement, nature and connection, offering calm, support, and purpose while raising funds in memory of a loved one.
- Host a fun run, relay, or sports day at school or in your community
- Organise a dance-a-thon, skip-a-thon, or yoga challenge
- Try a “sponsored silence” to balance all that energy with calm reflection

Bake, Cook, and Create: Bring people together through food and creativity.

- Hold a bake sale or “Great Hampshire Bake-Off”
- Host a coffee morning or cream tea in memory of someone special
- Run a family cooking challenge or school bake competition
- Organise a craft fair, art sale, or make-and-sell stall
- Every cake, craft or cup of tea helps children find hope after loss.

Show Your Talents: Let your imagination take the spotlight!

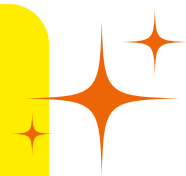
- Plan a talent show, concert, or open mic night
- Host a dress-up day or fancy-dress disco
- Organise a film night or karaoke evening
- Try a theatre performance or poetry reading — and link it to our Voices of Hope storytelling campaign

Community & Connection: Bring people together in your local area.

- Host a coffee morning, quiz night, or garden get-together
- Run a charity auction or raffle
- Organise a village fête stall or craft market table for Simon Says
- Plan a “Hope Walk” — a reflective walk with family, friends, or colleagues



Extra Fundraising Ideas



Every Idea Makes a Difference

Whatever you choose, you'll be helping to give grief a voice in Hampshire and supporting children to grow around their grief with hope.

Grow Hope: Create something lasting that symbolises hope and growth.

- Plant sunflowers, trees, or a memory garden in honour of someone special
- Hold a seed-swap or plant sale
- Encourage your school or family to become regular donors as part of our Grow Hope campaign — helping children continue to grow around their grief

At School: Schools are brilliant places for fun fundraising!

- Arrange a non-uniform day or wear yellow for Simon Says day
- Hold a book sale, toy swap, or read-a-thon
- Organise a house-team challenge — each group takes on a different event
- Set up a pupil vs teacher quiz, sports match, or bake-off
- Host a memory tree project where pupils write messages of hope

Feeling Brave? Spread cheer while supporting grieving children and families.

- Host a Christmas jumper day, carol concert, or Santa dash
- Run a Christmas fair, raffle, or gift-wrapping station
- Hold a wreath-making workshop or winter bake sale
- Invite friends and family to donate in lieu of sending cards or gifts

We'd love to hear what you're planning!

Email info@simonsays.org.uk to tell us your ideas, ask for resources, or get more inspiration.

We're raising money for Simon Says Child Bereavement Support



What are we doing?

Where and when?

Contact:

If you wish to donate
online, scan the QR code.
Or ask your contact for a
sponsorship form.



How can your money help?



Here is an idea of how your fundraising money could be spent:

- £10 Could stock a bereavement book in our library for parents and professionals to borrow
- £100 Provides a School Resources Pack
- £500 Recruits and trains 4 volunteers
- £500 – £1,000 Provides Equipment and technology to support our children
- £1,000 – £5,000 Could provide Residential and activity days
- Contribute to celebration events for Families to help them make new memories together.

Your fundraising helps us to keep Support Groups free for children. Together, we can ensure children and young people in Hampshire have someone to turn to when they need it most.





Home address	Postcode
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Event Name	Date of Event
1. Annual Conference	2023-01-15
2. Workshop on AI	2023-02-20
3. Guest Lecture	2023-03-10
4. Networking Event	2023-04-05
5. Panel Discussion	2023-05-18
6. Roundtable	2023-06-22
7. Keynote Speech	2023-07-12
8. Q&A Session	2023-08-08
9. Book Launch	2023-09-01
10. Press Conference	2023-10-15
11. Awards Ceremony	2023-11-20
12. Gala Dinner	2023-12-10

For us to claim Gift Aid each donor must fill in their own details and donation amount on the form below.

[illegible]

Thank you for your support!



Simon Says

Child Bereavement Support

How You Can Donate



Choose the way that works best for you...



Online / Fundraising page

Join our dedicated 25th anniversary JustGiving campaign and share it widely with friends and family.



[25 Years of Giving Grief a Voice in Hampshire
JustGiving.com/Campaign/SimonSays25](https://www.justgiving.com/Campaign/SimonSays25)

Or you can create your own page and link it to Simon Says.

Bank transfer / BACS

Account Name: Simon Says

Sort Code: 40 42 17

Account Number: 01451197

Reference: 'Your Name'

and business/club name if appropriate
(so we know who it's from)

Cheque / Postal donation

Make payable to "Simon Says"
and mail to:

1, The Old Carhouses, Broadlands
Estate, Romsey SO51 9LQ

Monthly Direct Debit / Standing Order

Use a direct debit / standing order to set up automatic monthly giving (especially for Grow Hope).

Legacy / Bequest

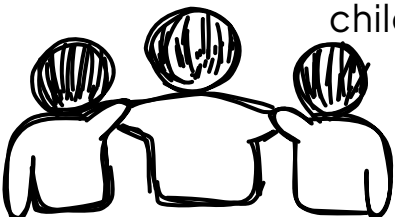
For those considering leaving a gift in their will, we can provide information, suggested wording, and legacy pledge forms.
please contact info@simonsays.org.uk for more details.

Gift Aid: If you are a UK taxpayer, please complete a Gift Aid declaration so we can claim an extra 25% from HMRC at no extra cost to you.

We are so grateful for your support!

Together, we'll continue to give grief a voice in Hampshire, supporting children to grow around their grief with hope.

Registered Charity England & Wales No: 1196341



We raised



To help support children find
hope in their grief



Simon Says

Child Bereavement Support

THANK YOU



Why it matters



For 25 years, Simon Says has been here for children and young people across Hampshire who have had someone close to them die, helping them to understand their grief, talk openly, and begin to grow around their grief with hope.

Every pound you raise helps children who are facing some of the hardest days of their lives.

When a parent, sibling or close friend dies, a child's whole world can change overnight. They may feel frightened, angry, or completely alone — and often don't know how to talk about what's happened. Parents and carers are grieving too, and sometimes can't find the words. That's where Simon Says steps in.

With your help, we can continue to:

- Run eight local Bereavement Support Groups — safe spaces where children can share, heal and find hope together.
- Answer calls to our Helpline, offering guidance and compassion to families and professionals seeking advice.
- Train teachers and professionals through our growing Champion Schools programme — helping them support grieving pupils with understanding and care.

Each year, Simon Says supports hundreds of children and families, and trains nearly 900 professionals. Since we began, more than 24,000 young people have found comfort, courage and connection through our work.

“They supported my 12-year-old son when I didn't know where to turn. By helping him, they also helped me. Simon Says is a hidden hero in Hampshire.”

— Parent supported by Simon Says

Behind every story of hope is someone like you.

Your fundraising ensures no child in Hampshire has to face the death of someone they love alone.

Help us continue to give grief a voice and offer hope for the future.



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Thank you