

# The Christmas 1.5 Challenge Fundraising Guide

Everything you need  
to know to organise  
your challenge!



# About Hft

Since Hft was established in 1962, some things have changed significantly, while others like our relentless determination to provide support for learning disabled people have stayed the same.

In the 1960s, there were limited opportunities available for learning disabled people when they reached adulthood. So a group of visionary parents who had learning disabled children set up Hft to ensure a better life for them.

These parents joined together to purchase Frocester Manor in Gloucestershire where their children would continue to learn, develop and fulfil their potential after leaving school. Here they created a home in which learning disabled people could be supported to take control of their own lives. From this small beginning, Hft has grown to support more than 2,700 learning disabled adults and their families.

## This Christmas take on the 1.5 Challenge!



This December, we're inviting you to take on a festive version of The 1.5 Challenge to support learning disabled adults.

The number 1.5 represents the 1.5 million learning disabled people in the UK. This Christmas, we're asking you to choose a fun and meaningful challenge inspired by this number and help raise vital funds to support them.

Whether you go big or keep it simple, the challenge is completely up to you. Here are some festive ideas to get you started. You could walk or run 1.5 miles each day in December, do 15 minutes of dancing to your favourite Christmas tunes, bake 15 mince pies and sell them to friends and neighbours, read 15 books over the holidays, organise a festive Come Dine with Me for 15 people or even do 15 acts of kindness.

All ages and abilities are welcome the challenge is as flexible and creative as you want it to be. The only goal is to raise funds and awareness so more learning disabled people can live the lives they choose.

Right now, many leaning disabled adults are missing out on the opportunities and support they deserve. With your help, we can change that. **Let's make this Christmas count.**

**Will you take on the Christmas 1.5 Challenge and support learning disabled people this festive season?**

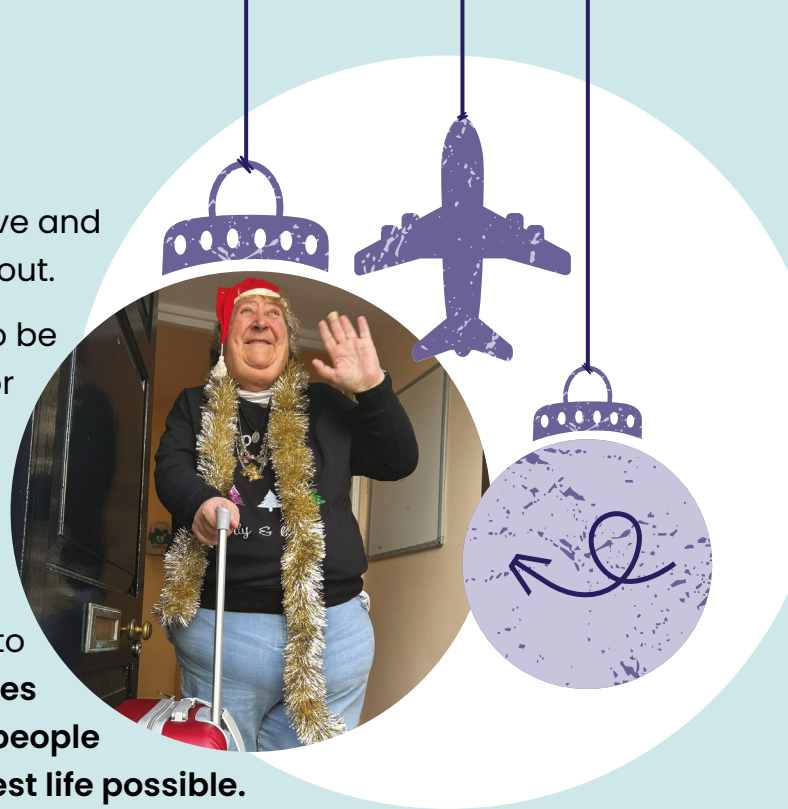


# Jane's Story

Christmas is a time to gather close, share love and make memories with the people we care about.

Many of us can take for granted the ability to be with families and friends at Christmas. But for learning disabled adults, that independence to travel, to connect, to belong often depends on the right support being there.

At Hft, we know that independence isn't a luxury. It's dignity. It's choice. It's the chance to live fully. **And that's when the best care makes all the difference – when learning disabled people are seen, heard and supported to live the best life possible.**



## Jane's independence matters

Every year, Jane makes the journey from Bristol to Canada to spend Christmas with her family. For her, it's not just a holiday, it's proof that she can live life on her own terms. She chooses her gifts, packs her suitcase and boards that plane with confidence.

Jane's Christmas trips are full of joy: decorating the tree with her sister, sharing laughter over festive films and sitting down to a family meal that makes her feel cherished and at home. **But none of this would be possible without the right care and support from Hft.**

Behind her independence is the care that makes it possible from keeping her passport in date to planning every step of her journey. Without that, the distance between Bristol and Canada wouldn't be possible.

**"At first, Jane was nervous about travelling. She doubted herself. But year after year, with the right help, I've seen her confidence grow. Now she owns her journey – it's hers. That's what care does: it gives people their independence back."**

Sonia, Hft Support Worker

Sonia has supported Jane at one of our services for over a decade. She has witnessed first-hand how the right support transforms lives. But Sonia also sees the other side of the story:

**"Care matters because without it, people lose opportunities, confidence, even their place in society. But I won't lie it's getting harder. Chronic underfunding, rising costs, fewer resources... We are expected to do more with less. And that puts people's independence at risk."** – Sonia, Hft Support Worker



# How Your Money Helps



<b>£2,500</b>	→ Could provide a 12 month travel and activity fund for one of our services to facilitate inclusive events, activities and day trips for the people we support.
<b>£2,000</b>	→ Could buy a new catering oven for a service to develop their daily canteen group, providing healthy meals cooked from scratch by the people we support, for the people we support.
<b>£1,500</b>	→ Could buy sensory equipment to transform the living space of a person we support, providing an engaging and stimulating area personalised to their needs.
<b>£1,000</b>	→ Could fund the installation of a defibrillator in one of our services to provide emergency support in the event of a cardiac arrest.
<b>£900</b>	→ Could help the people we support with more complex needs access community projects through our On My Doorstep service, providing a chance to socialise and learn vital life skills whilst enjoying the local community.
<b>£650</b>	→ Could fund a gardening club for the people we support at one of our services, for an entire year.
<b>£400</b>	→ Could fund an arts and crafts club for the people we support at one of our services, for an entire year.
<b>£250</b>	→ Could fund the installation of animation and design software to our On My Doorstep service's equipment, enabling learning disabled adults with more complex needs to learn new IT skills and online safety.
<b>£100</b>	→ Could provide 1:1 outreach support, developing confidence in the people we support to independently access their local community.
<b>£70</b>	→ Could help a person we support attend a Voices To Be Heard group at our Durham venue – including return travel, refreshments and lunch.
<b>£40</b>	→ Could fund a three-hour pottery session for someone we support, including a hand decorated item to take home.
<b>£25</b>	→ Could fund a person we support to attend a Luv2meetU event, ensuring they receive the additional care and support they need to access and enjoy their local community.
<b>£15</b>	→ Could fund one month of online activities for members of our flagship friendship programme, Luv2meetU.



**Your generosity has had a profound impact for the learning disabled adults we support here at Hft.**



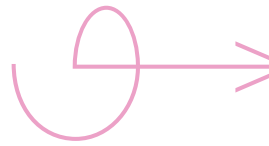
# Fundraising Ideas



Join us by taking on The Christmas 1.5 Challenge to help us raise vital funds to support learning disabled people this Christmas! Here's some inspirational ideas to help get you started and remember to have fun!

- 1 ► **Give It Up for 15 Days:** Give up something you love (chocolate, sweets, gaming, social media...) for 15 days and get sponsored to stick with it!
- 2 ► **15 Good Deeds of Christmas:** Spread kindness this season! Complete 15 good deeds and ask your friends and family to sponsor your generosity.
- 3 ► **15 Healthy Food Challenge:** Try 15 new healthy foods or do a blindfold taste test and guess what you're eating! Share your reactions for laughs (and donations).
- 4 ► **Festive Bake Sale:** Bake a selection of Christmas treats and offer them to neighbours, friends, or colleagues for a suggested donation of £1.50 each.
- 5 ► **Sponsored Silence:** A festive favourite! Can the kids manage 15 minutes of quiet? Adults, why not go for 15 hours? Get sponsored for every silent second.
- 6 ► **#15SecondsOfKindness:** Post a 15 second video of yourself doing a good deed and tag friends to do the same include your fundraising link in the caption!
- 7 ► **15 Friends Challenge:** Invite 15 friends or family members to donate, take part, or share the challenge on social media. It all adds up!
- 8 ► **15 Lap Challenge:** Walk, run, cycle, or swim 15 laps in one go, or for 15 days straight!
- 9 ► **15-Chapter Reading Challenge:** Challenge your family to read 15 chapters in 15 days. Get sponsored per chapter, per book, or per reader!
- 10 ► **Dress-Down (or Dress-Up!) Day:** Hold a festive dress-down day at work or school. Or theme it around 1962 the year Hft was founded!
- 11 ► **15-Song Dance-a-thon:** Choose 15 of your favourite festive songs, get moving, and dance like no one's watching (or charge them to watch you!).
- 12 ► **The Big 15 Challenge Share:** Ask 15 people to take on 15 mini-challenges from this list together you can multiply your impact!
- 13 ► **15 Reps Fitness Challenge:** Create a fitness circuit with 15 reps of each move. Get sponsored for every round you complete or challenge others to beat your total.
- 14 ► **15 Item Community Sale:** Collect 15 items each from your friends or family and host a festive garage or car boot sale all proceeds go to Hft!
- 15 ► **Donate £15:** Sometimes, simple is best. Ask supporters to donate £15 and share how their gift helps support learning disabled people this Christmas.

# Online fundraising

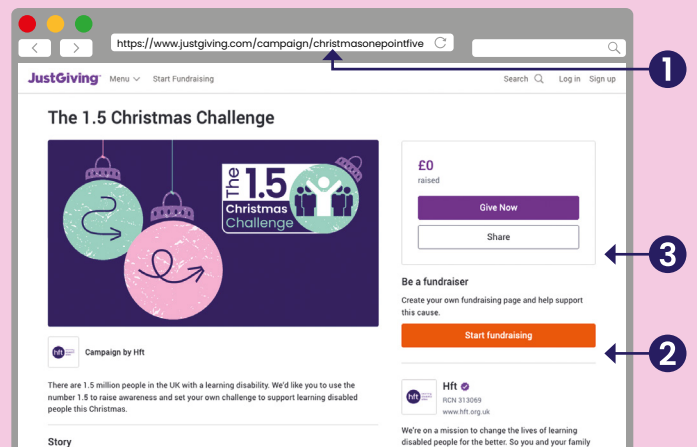


Having your own personal fundraising page allows you to concentrate on your Christmas 1.5 challenge fundraising event, while collecting money and Gift Aid declarations are taken care of automatically. Not to mention it's a simple way to reach dozens, hundreds or even thousands of people! It gives them a secure way to sponsor you using their Credit or Debit card, wherever they are in the world.

Hft's preferred online giving site is JustGiving as it's easy to set up and offers helpful tools to make sure your fundraising is as successful as possible.

## How to create your perfect JustGiving page:

- 1 Visit: [www.justgiving.com/campaign/christmasonepointfive](https://www.justgiving.com/campaign/christmasonepointfive)
- 2 Click on 'fundraise for us' button in the top right hand corner and follow the instructions to create your own page
- 3 Once created, share, share, share!



## Top tips for creating the perfect page:

**1. Upload a photo:** They say a picture tells a thousand words so uploading lots of photos is one of the easiest and most effective ways of personalising your page. When your supporters first visit your page, greet them with a picture of yourself.



**2. Set a target:** We've set your target to £150, this is a great way of motivating yourself, but it's also great for encouraging your supporters to donate. Letting them know that they are getting you ever closer to your goal may just encourage them to give that little bit more.



**3. Tell Your Story:** Fundraising is a story so use your JustGiving page to tell people why you are supporting Hft and what it means to you.



**4. Email:** Add your JustGiving link to your email signature so your friends, family and work colleagues can click straight through and donate as soon as they receive an email from you.



**5. Social Media:** Social Media is an absolute gem for fundraising, helping you reach out to a huge community. So share, share, share your JustGiving link on all of your social media channels!



**6. Say Thank You!** Saying thank you is super important and there is plenty of ways you can say thank you to your supporters and acknowledge how their support has made an incredible difference. You can update the story on your page, send emails out to your donors, or even a post on your social media.



# Remember to

send us your donation using this form



Every gift, large or small, empowers learning disabled adults to be seen, heard and supported.

Thank you for standing with us and being a learning disability ally. Your kindness, dedication and belief in Hft makes all the difference.

## 1. Your details

Full Name: \_\_\_\_\_

Event Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Please complete all sections and return to:** Supporter Care Team, Brook Office Park, 5/6 Folly Brook Rd, Emersons Green, Bristol BS16 7FL

## 2. How to send your donation

**Online:** You can pay quickly and easily online using your debit or credit card. Visit [hft.org.uk/donate](https://hft.org.uk/donate) then underneath 'One-off donations' click on the 'Donate' button and complete the form. Remember to also post us your sponsorship forms so that we can claim Gift Aid on all eligible donations.

**By Post:** Complete the form and return with a cheque payable to **Hf Trust Ltd** and send to Supporter Care Team, Brook Office Park, 5/6 Folly Brook Rd, Emersons Green, Bristol BS16 7FL. **Please don't send cash in the post.**

**On the Phone:** You can call us on **0117 906 1699**

## 3. Pay in at a bank

Bank: **Lloyds Bank Bristol Branch**

Account Name: **Hf Trust Ltd**

Sort Code: **30-00-01**

Account Number: **01262850**

Reference: **please use your surname and event name as the reference**

Please ensure you follow the above guidance carefully as this will help us save a lot of admin time.



## 4. Keeping in touch with Hft

Being able to communicate with amazing supporters like you helps us do more for the people we support by sharing stories, raising awareness and vital funds. We'd love to tell you how you're making a difference as well as events, volunteering and fundraising opportunities you might be interested in. Please let us know how you'd like to be contacted.

**Yes, please contact me via:**

☐ Email ☐ Phone ☐ SMS

We might send you news, updates and marketing through the post, if you would prefer NOT to receive anything via post, please tick here: ☐

## 5. Fundraising support

For any fundraising support please contact:

Email: [hello@hft.org.uk](mailto:hello@hft.org.uk)

Phone: **0117 906 1699**

## For office use only:

Constituent ID: \_\_\_\_\_

Campaign Code: \_\_\_\_\_

Amount Banked: \_\_\_\_\_






# Other ways to get involved



If The Christmas 1.5 Challenge is not for you, there are many other ways you can support learning disabled people and we would love your support.

You can become an Hft Volunteer, a Corporate Partner, a Regular Giver, leave a gift to us in your will, or funding partnerships and supporting our vital campaign work.

## Contact us: Supporter Care Team

-  0117 906 1699
-  Hft, Brook Office Park, 5/6 Folly Brook Road, Emersons Green, Bristol BS16 7FL
-  [hello@hft.org.uk](mailto:hello@hft.org.uk)
-  [hft.org.uk/fundraising](http://hft.org.uk/fundraising)

-  [@hft.org.uk](https://twitter.com/hft.org.uk)
-  [Hftlearningdisabilities](https://www.facebook.com/Hftlearningdisabilities)
-  [Hftlearningdisabilities](https://www.instagram.com/Hftlearningdisabilities)
-  [Hft](https://www.linkedin.com/company/Hft)
-  [HftTV](https://www.youtube.com/HftTV)

And finally, lots of luck with your Christmas 1.5 Challenge fundraising, your support really does make an incredible difference to learning disabled people we couldn't do it without you.  
**Thank you!**



Registered charity no. 313069  
Patron: HRH The Princess Royal  
Company registered in England No. 734984