



TREE OF HOPE

PARENTS CHARTER

Welcome

Welcome to Tree of Hope, The fundraising charity supporting children's healthcare needs. Our mission is to enable families to fundraise for their child's treatment at the right time and place. Our vision, to ensure every child gets the treatment they need to transform their lives.

Many parents tell us they want a quick and effective solution to start up a charitable campaign in their child's name and at Tree of Hope, we do just that: providing the governance and financial capability to fundraise professionally and legitimately as well as offering fundraising support, a parental network to talk to others in similar positions and the reassurance of a national, well established charity brand supporting your efforts.

As parents, you determine your child's specific fundraising campaign and we hold the money in Trust, restricted to help your child only, and authorise payments for services such as:

- Medical treatment, including operations or drug treatment
- Therapy for medical conditions
- Travel and accommodation for your child and family attending treatment or therapy far from home
- Equipment to help your child manage or overcome his or her disability
- Modifications to your home or vehicle to make them easier for your child to use

Parents need to work with us to determine the parameters of their fundraising campaign and ensure that all services and treatments likely to be required are clearly established from the outset. As we hold the money you fundraise **in Trust**, we have to ensure that when we authorise the use of the donations it is for the reasons given at the outset so that donors know their donation has been used for its original purpose.

We fully understand that things change over time, and you may decide that your original fundraising requirements will sometimes need to be updated or altered. Where this is deemed to be appropriate, Tree of Hope will work with you to ensure all donors are made aware of any changes to your child's campaign.

Because of the way our charity is set up we can only help children who live in the UK or in the Republic of Ireland, although we can fund treatment anywhere in the world. If the treatment centre is a long way from your home, we can pay for travel and accommodation costs.

Ordinarily we can't pay for anything available elsewhere, e.g. from the NHS or Social Services, although where a more appropriate alternative is available that would benefit your child over and above the basic health service provided equipment or treatment this can be considered.

Tree of Hope is a charity which receives no funding from the Government. 7.5% of all donations made to your appeal will be allocated to the general charitable purposes of Tree of Hope to cover core operating costs including those associated with managing your campaign. That leaves 92.5% for your campaign but don't forget that for every £100 raised WITH gift aid you will end up with £116.62 after your contribution to Tree of Hope costs (JustGiving charges not included in this calculation).

This *Parents Charter* describes how Tree of Hope operates and the parts that the parents and the charity play in the process. The Trustees of Tree of Hope reserve the right to update the charter from time to time, and this is usually in response to feedback from our families.

How do I start?

To start with, please contact us by email at info@treeofhope.org.uk or by phone on 01892 535525. We will speak to you to find out more about your child and her or his condition. We can advise you on whether you are eligible to apply for Tree of Hope support.

We will ask you then to complete a short online application process giving us more information about your child, their condition and your campaign aims. Within this process, we will also ask you to complete a Parent Declaration where you confirm the basis on which you select specific treatments, therapies or equipment. Upon receipt of your application, we will let you know whether it meets our criteria. If successful, we will then send you a Doctor's Confirmation form, which you will need to print out and ask you GP or Consultant to sign. This form confirms your child's registration with the GP practice/hospital, also your child's disability and/or illness. This hard copy form will need to be scanned and emailed to families@treeofhope.org.uk or you can take a picture with your Smartphone and send it to us that way.

How do I raise funds with Tree of Hope?

There are lots of ways to raise funds and we will give you access to our list of suggestions. Our Family Support team also have many ideas and resources for helping you to maximise the effectiveness of your campaign. The most successful campaigns are those whose families reach out to their friends and family, fully utilising their social network. So instead of asking your friends, colleagues or family members for donations, ask them to support and promote your campaign. A powerful and popular way to support a campaign is through sponsored challenges which can be anything including a sporting activity, a high adrenaline stunt, a dryathlon (giving up alcohol for a period of time), a 5k jog, an ultramarathon, or even shaving your head! We can connect you with a host of sporting events and organisers to plan your challenge. Crafting a visible campaign with impact is crucial to getting those funds in, and we are on hand to give you as much help and guidance as possible. The Tree of Hope website contains more suggestions which we regularly add to.

To stay within charity law, there is some wording that must be included whenever you use some text online or in print to ask for donations. Wherever you request donations, such as at the end of your Just Giving and Tree of Hope fundraising pages, the following wording must be included:

7.5% of all donations to Tree of Hope in relation to this appeal will be allocated to the general charitable purposes of Tree of Hope to cover our core operating costs.

If we raise insufficient funds, or surplus funds, then the funds will be used, if appropriate, to fund support for our child's needs in accordance with Tree of Hope's charitable objects. If in those circumstances we are unable to use all or part of the funds for the benefit of our child in accordance with Tree of Hope's charitable objects, then any funds that cannot be used will be transferred to be used for the general charitable purposes of Tree of Hope."

Collecting donations online

Capitalising on the smart phone revolution, digital is definitely the smart way to fundraise. If it is easy for someone to donate, they probably will, and giving someone the option of text or app donating on their phone, could not be simpler.

Whilst it is possible to crowdfund for certain causes online with sites like GoFundMe, you will not be able to claim Gift Aid on donations, nor receive Corporate donations, as businesses will only donate to registered charities.

Once your application has been processed and approved, we will get you set up with a Tree of Hope fundraising page, powered by the online platform, JustGiving. Unfortunately, we are unable to accept donations made using other fundraising platforms.

Your main Tree of Hope fundraising page is easy to set up via our website: www.treeofhope.org.uk. We will send you detailed instructions on how to do this once your application has been processed.

Your friends, family, colleagues and supporters can then set up their own, individual pages using the link provided on your child's Tree of Hope page. There is no limit to the number of fundraising pages which can be linked to your child's campaign. We therefore recommend you encourage as many people as possible within your networks to set up a page using the link on your child's Tree of Hope page.

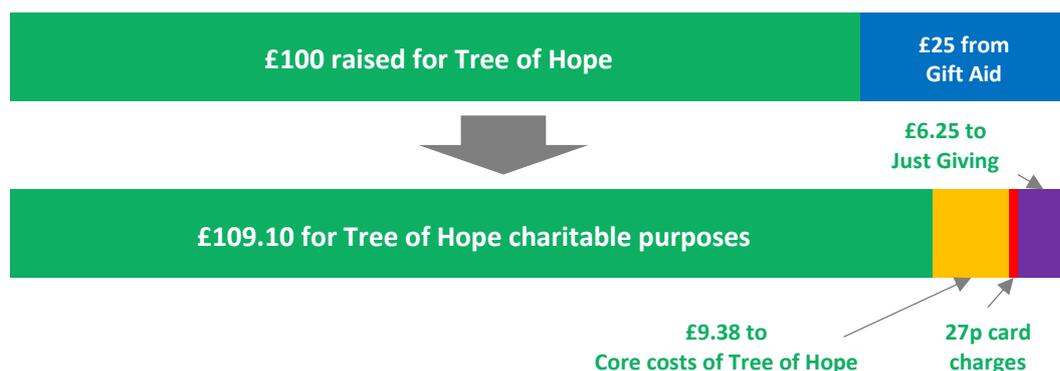
What happens to the funds I raise?

Gift Aid will be applied to all incoming donations, as long as the donor is a UK registered tax payer, and has completed a Gift Aid Declaration online (if donating via a child’s fundraising page) or hardcopy if making a cash or cheque donation.

On request we will send you a statement showing how much has been raised, and how much has already been paid out for the benefit of your child.

Tree of Hope does not receive any funds from the Government or the NHS, but managing the funds for many hundreds of children does incur operational costs. Our core operating costs are funded partly from fundraising we conduct for the charity as a whole and from donations by corporate organisations and trusts. However, this is not enough to meet the full cost which is why we allocate 7.5% of the funds you raise to our core running costs. This is less than many other charities retain and it is essential to ensure the future sustainability of Tree of Hope.

So here is a typical example:



If you collect £100 and it is eligible for Gift Aid, HMRC will add £25 in Gift Aid. If you collect the funds via your child’s fundraising page, JustGiving will deduct 5% for their costs (£6.25) and if the donations are made by debit or credit card there is a handling charge (typically averaging 27p) made by the bank. Tree of Hope will allocate £9.38 for its core running costs, and credit the remaining £109.10 to the account that will benefit your child.

If you collect £100 which isn’t eligible for Gift Aid and send it directly to us, we will deduct £7.50 for Tree of Hope’s core costs and credit £92.50 to the account for your child.

What do we pay for?

You can ask us to make payments to suppliers for the purposes we can support up to the total amount credited to your campaign and not yet paid out.

Tree of Hope must use the funds raised in the ways laid out in the charity's objects which have been registered with the Charity Commission, the body that regulates charities. These objects are:

The promotion and protection of good health and relief of sickness of sick and disabled children under the age of 25 years resident in the United Kingdom and Ireland in particular without limitation by providing and assisting in the provision of services and grants to enable them to obtain medical treatment, therapies and equipment which would not otherwise be available to them.

The funds raised for your child's benefit under the Tree of Hope banner belong to the charity, but other than in exceptional circumstances (see the FAQ below) your child's campaign funds will be available as payments for treatment, therapy and equipment that will help your child, provided they fall within the Charity's objects and are acceptable in the view of the Trustees. As well as the requirement to stay within the charity's objects, Tree of Hope has guidelines which we use to make sure funds are used fairly and sensibly.

Tree of Hope staff are not medical or therapy experts and we are not in a position to signpost treatment or therapy for your child. We can tell you about treatments or therapies that other families have found to be of benefit to their children, but the decision to use these is yours, in discussion with the child's medical and therapeutic specialists.

What are the guidelines?

Under our charitable objects we can only pay to improve the health or lives of sick and disabled children. The guidelines below set out the types of treatment, therapy, equipment and associated costs that can be met by Tree of Hope.

What sorts of treatment or therapy can we pay for?

Provided we have received the completed Doctor's Confirmation Form and Parent Declaration before or at the time of application for a payment we can pay for:

- An initial assessment of your child's condition from a medical specialist.
- Hospital in and out-patient treatment including surgery and fees from hospitals, doctors and other medical specialists.
- Medical therapists including physiotherapists, speech and hearing therapists.
- Recreational therapies, including sports and the arts. Some examples currently accessed by our families include: horse riding, wheelchair racing, ballet, martial arts, frame football and rock climbing.
- Gym or pool membership for your child and a carer.
- Massage therapy.
- Travel for treatment or therapy outside your home area including flights, travel insurance, car hire or mileage in your own car, hotel accommodation and a daily allowance relating to the period away from home, for two adults and minor siblings. We will also provide this support if your child is having treatment on the NHS.

The following limitations apply:

- We will pay up to £500 for the initial assessment.
- We require that you use hotels and flight operators that are able to invoice us directly. We are unable to reimburse costs incurred by you personally, so we ask that you ensure that all suppliers are able to invoice Tree of Hope before confirming arrangements. Please contact us for further information.
- We will pay £50 per night away per family towards your meals and other costs while you are away from home and your child is receiving treatment or therapy.
- We cannot pay for anything available to your child elsewhere, for example from the NHS or Social Services.

What sort of equipment can we pay for?

We pay for:

- Equipment or toys specifically designed for a disabled person.
- Sensory items bought from a dedicated special needs supplier.
- Equipment commonly required for post-operation therapy, such as treadmills, horse riding simulators, hydro pools and tricycles.
- Items that are not specifically designed for a disabled person such as iPads, where a doctor or therapist has confirmed in writing, that the item will benefit your child.
- We can't pay for anything available under the NHS or from Social Services.

What else can we pay for?

We will pay for childcare for your disabled or ill child to allow you to have a break, or childcare for your other children to allow you to spend time with your disabled or ill child. We will pay for this up to 5 hours per week.

We will pay for adapting your house or car for the needs of your child if your campaign specifically details that you are fundraising for these purposes.

In the case of a vehicle, we will pay 50% of the cost of a vehicle suitable for carrying your child, or we will pay the cost of adapting an existing vehicle for their use. We recommend that you contact Motability and find out what is available to you, and how your DLA can be used towards the cost of a vehicle.

We will pay reasonable costs of adapting your home or garden for the use of your child. This may include the installation of a hydrotherapy pool where a doctor or therapist confirmed in writing that it would benefit your child.

If there is anything else that a doctor has advised you that it will benefit your child, is not available elsewhere and falls within our charitable objects please contact us and we will consider whether we can help.

What can't we pay for?

We can't pay for anything which is not medical treatment, therapies or equipment as that would fall outside our charitable objects. For that reason unable to pay for holidays. Other charities such as 'Make A Wish' can be approached for these purposes.

How do I apply for payment to a supplier?

When you have built up sufficient funds within your campaign, and wish to start drawing upon them, please ask the practitioner/centre/supplier you wish to pay, to email an invoice to accounts@treeofhope.org.uk, ensuring they copy you, the parent, into the CC field. The invoice must contain both our full postal address (43a Little Mount Sion, Tunbridge Wells, Kent, TN11 1YP) and your child's Christian and surnames, as the payment reference. The invoice will be approved, and as long as it meets our payment criteria, will be processed between 5 and 14 working days. We give priority to all bills for treatment in the UK and abroad, expenses and bespoke items. Please remember that we can only make payments for items that accord with our charitable objects, as registered with the charity commission.

Whilst this is our preferred method, if you require goods or services which cannot be paid for by invoice (for example, online only payments) please contact us to discuss alternatives.

If you have any questions please check the FAQ section of our website, email: info@treeofhope.org.uk or call us on 01892 535525.

SDR Surgery

If you are planning to use your funds for SDR surgery for your child, it is very important that once you are notified of the date of your child's procedure, you let Tree of Hope know as soon as possible. SDR is always a priority payment, and as it is a high cost item, we need to ensure enough time is given for the financial planning involved.

How does a campaign end?

There is no time limit to your campaign. Our charitable registration allows us to support children up to their 25th birthday. If you have funds remaining in your campaign when your child turns 25 they will become unrestricted funds of Tree of Hope.

If we receive no donations and make no payments for your campaign for 12 months we will contact you to ask if you intend to continue with it. If we do not hear from you within a reasonable period that you do want to continue we will close your campaign and transfer the funds to the unrestricted funds of the charity.

If for any reason the funds you have raised are no longer needed for the benefit of your child, or if the therapy/treatment/equipment you were originally raising for is no longer relevant or suitable, we will close your campaign and transfer the funds to the unrestricted funds of the charity.

Tree of Hope's unrestricted funds are used to run our office, our website and accounting systems, our fundraising activities and generally to support the charity's aim of helping to support children's healthcare needs.

Privacy of your information

All personal data concerning you and your child is held by Tree of Hope in accordance with the Data Protection Act 1998.

In order to run an effective fundraising campaign it is necessary that you allow some information about your child to be published on the internet and in other fundraising materials. We will always obtain your consent before using your information in this way. Typically the information used includes pictures of the child, his or her first name, and a description of his or her condition and the challenges that you and he or she face. If you are concerned about this we can offer advice as to how certain details can be withheld - for example by not showing or blurring a child's face in pictures or by using a substitute for the child's real first name.

In order to communicate over the provision of treatment or therapy or to supply equipment it may be necessary for us to pass your or your child's name, your contact details or details of your child's condition to providers such as doctors, hospitals or equipment suppliers. If these are outside the European Economic Area you should be aware they may be subject to different laws concerning the protection of personal data.

Frequently asked questions

Can I ask for a payment to buy an adapted car to transport my child? Yes. We can pay a supplier up to 50% of a vehicle which is adapted to suit your child, or we can pay a supplier to adapt an existing vehicle for that purpose.

Can I ask for a payment to cover travel and accommodation for my family? Yes, if it is not possible for you to leave other family members at home when you travel to a treatment centre, we can make a payment to travel or accommodation suppliers to cover their costs. We can also pay a daily living allowance, currently £50 per night away for the family.

Can I pay for travel and accommodation and claim them back from you? Not normally. Once you have booked accommodation or travel please ask the supplier to invoice Tree of Hope and we will pay them directly. For locations where we often pay for treatment we have recommended hotels that invoice us on favourable terms. Please discuss this with us if this is a concern.

Can I ask for a payment for a family holiday? Because of the restrictions of our charity registration we cannot pay for an entire holiday, though we may be able to help with additional costs caused by your child's condition. Please call us to discuss this.

Does 'equipment' include toys? Yes, if your doctor or therapist has recommended toys to help your child exercise or to improve your child's quality of life we can make a payment to help with the cost.

Will Tree of Hope make appointments with specialists, surgeons or therapists? No, you must do that yourselves. If we have approved payment for the treatment, you can tell the specialist that we will pay the invoice and s/he can check that with us if s/he wishes.

If you turn down my request for a payment, can I appeal? Yes, but the commonest reason for our not being able to make a payment is that the funds would not be used in a way that is consistent with our charitable purposes. Appeals are considered by our senior staff and trustees.

What happens to the interest or investment returns on campaign funds held by Tree of Hope? The interest and investment returns are used for running Tree of Hope and its services.

Who runs Tree of Hope? Tree of Hope is a charitable company limited by guarantee, registered no 08184807, and a registered charity in England and Wales no 1149254 and in Scotland no SCO 42611. Its registered address is 43a Little Mount Sion, Tunbridge Wells, TN1 1YP.

Our office is staffed by a small team of dedicated staff who answer the phones and emails, manage the finances and arrange fundraising and publicity. The charity is overseen by a board of voluntary trustees who have charity and business experience.