



**Tree of Hope**

Transforming the health of  
sick and disabled children



**Supporting families. Improving lives**

# Getting Started with Tree of Hope How Our Fundraising Works

*A simple guide to help you start your fundraising journey with confidence.*

## Your child's fundraising journey starts here.

We support families to fundraise for disabled or seriously ill children and young people, so that they can access medical treatments, therapies, equipment and home or vehicle adaptations that are not freely or reasonably available through the NHS or social care.

We're here to make the process simple, secure and effective – so you can focus on your child's wellbeing.

## At a glance:



**Registered Charity** – trusted by families for 30+ years



**Gift Aid Support** – boost eligible donations by 25%



**Dedicated Guidance** – expert help from our Family Support Team

# How Fundraising Works

## How Fundraising with Tree of Hope Works

As a charity, Tree of Hope must operate within our charitable objectives. Our Parent Charter explains what families can and can't raise funds for through Tree of Hope. It's designed to give you clear guidance from the start, so you know which types of support and costs are eligible for fundraising.

***Read the Parent Charter on our website***

A simple, step-by-step timeline showing the journey of fundraising with Tree of Hope



Application



Review



Page Live



Fundraising



Access Funds



Ongoing Support



***“Tree of Hope are an incredible charity. They have helped me and my son over the last few years to get life changing equipment. Amazing, caring and wonderful people. Thank you for changing lives”***

***Father of Joey  
Chris,***

# What Happens Next?



## 1. Complete your application form

Tell us about your child, their needs, and your fundraising goals.



## 2. Provide a Doctor's Form

This short form must be completed by a doctor registered with the General Medical Council (GMC), confirming that the therapy, treatment, or equipment is suitable for your child.

***\*Please note that funds cannot be released until we have a fully completed and signed Doctor's Form on record. We are unable to proceed with any payments until this documentation has been received.***



## 3. We review your application

Once your application is approved, we will create your Tree of Hope campaign.



## 4. Start fundraising

When your page is live, we will send you your fundraising link to start sharing your campaign and begin raising funds straight away.



## 5. Funds held safely in trust

Donations are paid directly to your child's Tree of Hope account and managed securely for your child's benefit.



## 6. Payments made directly to suppliers

We handle payments on your behalf for approved therapies, treatments, or equipment.

# Key Benefits of Fundraising with Tree of Hope

## Gift Aid\*



Increase eligible donations by 25% at no extra cost

## Secure Fund Management



Donations held safely in trust.

## Financial Clarity



Regular fund statements, so you know exactly what is available in your campaign.

## Building Donor Confidence



Reassurance that all funds are donated through a registered charity.

## Promotion & Visibility



Campaigns are shown on our website and may also be promoted on our social channels. Families can opt out of either at any time by emailing us. We also offer dedicated PR Support.

## Ongoing Guidance



Practical advice from our Family Support Team.

A 7.5% TOH contribution is taken from all donations, including any Gift Aid, to help Tree of Hope continue supporting families across the UK. Donations are made through JustGiving, which also deducts a small payment-processing fee (and a Gift Aid fee, where applicable) before the remaining funds are transferred to your child's campaign, held in trust with Tree of Hope.

\*More information on how Gift Aid works on the next page

# Gift Aid & Fees: Where Your Donation Goes

At Tree of Hope, we want you to feel confident knowing how every donation is used – from the moment it's made through JustGiving to when it reaches your child's campaign fund.

## How Donations Work

When someone donates through Tree of Hope, two small fees are taken:

- 1) Tree of Hope contribution: 7.5% (for campaign support and financial management)
- 2) JustGiving fee: 1.9% plus 30p per donation

So a **£100** donation reaches your child's fund as **£90.30**.

### **The Gift Aid Boost**

If your donor is a UK taxpayer, **Gift Aid adds 25%** to their donation at no extra cost to them. That £100 becomes £125 before fees are applied—meaning **£112.17** reaches your fund instead of £90.30. That's the real power of fundraising through a registered charity.

### **Please note:**

Gift Aid can't be claimed on donations from close family members such as parents, grandparents or siblings. Donations from aunts and uncles, friends, colleagues, neighbours and wider supporters may be eligible for Gift Aid, provided the donor pays UK income tax and meets HMRC requirements.

## Why Fundraising with Tree of Hope Helps Families

Even after small necessary fees, families still receive more than they would by fundraising independently.

By fundraising through Tree of Hope, you also benefit from:

- Expert advice and personal support
- Safe, transparent management of campaign funds
- Access to charitable grants and matched funding opportunities
- Complete peace of mind knowing every penny is handled responsibly



***“Tree of Hope has supported and helped our family so much, it’s a very important part of how we manage life with a very disabled child.”***

**Mother of Tess**

**Cathy Malins,**

**Next Steps** If and when you feel ready to begin, please get in touch. We will support you every step of the way.

## **CONTACT DETAILS**



**Phone:** 0330 043 5575



**Email:** [families@treeofhope.org.uk](mailto:families@treeofhope.org.uk)



**Website:** [www.treeofhope.org.uk](http://www.treeofhope.org.uk)



## **Tree of Hope**

*Transforming the health of  
sick and disabled children*

***Together, we can help your child reach their full potential.***