



Fundraising Pack

About Chasing Rainbows

Chasing Rainbows Charity provides a wide range of compassionate, practical, and advocacy-led services to support individuals and families navigating infertility, baby loss, and life after loss. The charity has a reach locally, nationally within the UK and globally. At its core, we focus on making sure no one feels alone in these experiences as we truly believe all loss matters. We offer free online fertility coaching, giving accessible guidance to those trying to conceive. Alongside this, we run face-to-face peer support groups, creating safe, understanding spaces for people dealing with infertility, recurrent miscarriage, pregnancy after loss, and the devastating realities of late-trimester loss, stillbirth, and neonatal death.

For more personal support, we can provide 1:1 telephone support calls, ensuring individuals can speak privately with someone who truly understands. This is complemented by a fully established peer support (pen pal) service, which connects people going through similar journeys, helping them build meaningful, supportive relationships.

Chasing Rainbows also works beyond direct support. We deliver training to businesses and healthcare professionals, improving awareness, sensitivity, and care standards around baby loss and fertility struggles. A strong emphasis is placed on promoting patient voices and self-advocacy, empowering individuals to feel heard and respected within healthcare systems.



For More Information
www.chasingrainbows.co.uk

At Chasing Rainbows, we also support nationwide hospitals and fertility clinics by supplying bereavement resources such as memory bracelets and our local trust with hand/foot castings, helping families create lasting memories of their babies. In addition, the charity also supplies Rainbow Clinic resources including our pregnancy after loss lanyard. This initiative helps healthcare staff identify and better support those who are pregnant after experiencing loss. In April 2026, the charity reached a major milestone by opening the first dedicated infertility and baby loss hub in England, which is located in Yorkshire, creating a central, supportive space for community, care, and resources.

Alongside all of this, it maintains a highly impactful social media presence, focused on validation, awareness, and breaking the stigma around infertility and baby loss — ensuring people feel seen, understood, and supported every day. Overall, Chasing Rainbows Charity combines emotional support, practical resources, advocacy, and innovation to create a truly holistic peer support system for those facing some of life's most difficult experiences.



For More Information
www.chasingrainbows.co.uk

Why Fundraising Matters

At Chasing Rainbows Charity, we rely entirely on the generosity of our community to continue supporting families affected by infertility and baby loss. We do not receive government funding or grants, which means every donation, fundraiser, and act of support directly helps us continue our work.

Fundraising allows us to:

- Provide emotional support and safe spaces for grieving families.
- Develop awareness campaigns to break the silence surrounding infertility and baby loss.
- Create resources to support fertility clinics and hospitals.
- Reach more families who may otherwise feel isolated and alone.
- Build a compassionate community where people feel understood, supported, and remembered.
- Build a sustainable service that we can ensure the longevity of.

Many parents look for ways in which they can honour their baby and create a legacy for them, especially in the years where there should have been big birthdays or special celebrations. Here are some examples of bereaved parents who have fundraised for us whilst honouring their baby:

- Edie's picnic
- Rocky's Bingo
- Louie's Legacy

Every fundraiser — big or small — helps us continue offering hope, connection, and support to those who need it most. Without community fundraising, our work simply would not be possible.

If you are considering choosing to support us, we want you to know how unbelievably grateful we are for this.



For More Information
www.chasingrainbows.co.uk

Fundraising Ideas

Every fundraiser helps Chasing Rainbows Charity continue supporting families affected by infertility and baby loss - any contribution truly makes a difference.

Workplace Fundraising

- Rainbow brunch
- Themed clothing day
- Charity Raffle
- Team challenge event
- Corporate sponsorship

Solo Challenges

- Sponsored walk or run
- Cycling challenge
- Swimming challenge
- 10K steps a day challenge



Community Events

- Collection pots in local businesses
- Coffee Morning
- Family fun day
- Charity disco
- Quiz night

School Events

- Non-uniform day
- Rainbow themed event
- Sponsored obstacle course



Awareness and Remembrance Events

- Memory walk
- Baby loss awareness week events in October

Social Media Challenges

- Virtual challenges
- Facebook birthday fundraiser



How To Fundraise?

Fundraising for Chasing Rainbows Charity is a meaningful way to support families affected by infertility and baby loss.

Whether you are organising a small community event or taking on a personal challenge, every effort helps raise awareness and vital funds for our work – we cannot thank you enough!

1

PLAN YOUR EVENT

Think about what type of fundraiser suits you best. This could be:

- A rainbow bunch
- A sponsored walk or challenge
- A workplace fundraiser
- A school or community event

Choose something that feels personal, achievable, and enjoyable.

DONATE



2

PROMOTE YOUR FUNDRAISER

Decide how much money you would like to raise. Having a target can motivate supporters and help you plan your event.

Examples:

- £120 could help pay for 1 baby's hand and foot castings
- £500 could supply our memory bracelet to our local gynaecology service for 3 months
- £1,000 could allow 3 bereaved mothers to attend our wellbeing weekend

3

REGISTER YOUR FUNDRAISER

Let us know about your fundraising plans. This helps us:

- Support you with advice and resources
- Share your fundraiser on social media
- Provide branding and promotional materials
- Ensure fundraising activities align with charity guidelines

JustGiving

gofundme

4

PLAN YOUR EVENT

Create a simple plan including:

- Date and location
- Budget and fundraising target
- Volunteers or helpers
- Equipment or supplies needed
- Promotion and advertising



5

PROMOTE YOUR FUNDRAISER

Spread the word through:

- Social media
- Posters and flyers
- Workplace newsletters
- Schools and community groups
- Friends and family networks

Consider sharing why you are supporting Chasing Rainbows Charity, often personal stories and meaningful messages encourage support and donations.



6

COLLECT DONATIONS SAFELY

You can collect donations through:

- Online fundraising pages – We suggest JustGiving/GoFundMe
- Bank transfer – Add details in
- Cash collections
- QR code donations
- Sponsorship forms

THANK
YOU!



7

THANK YOUR SUPPORTERS

Always thank everyone who donates, volunteers, or supports your event. A simple message, social media post, or certificate of appreciation can make supporters feel valued.



8

PAY IN YOUR FUNDS

Online fundraising pages that are linked will automatically release any monies to the charity on a weekly basis.

Bank transfer – Sort: 522152 Acc: 28743989

THANK-YOU, THANK-YOU, THANK-YOU!

Every fundraiser makes a difference. By fundraising for Chasing Rainbows Charity, you are helping families feel less alone during some of the most difficult moments of their lives.

FOR MORE INFORMATION
www.chasingrainbows.co.uk

Fundraising Branding

We are happy to provide the following to support your fundraising:

- Chasing rainbows logo
- General sponsorship form
- Donation QR code to Justgiving/GoFundMe



Any participant fundraising over £250 can be sent a free sport top/vest to wear during their training and race. Alternatively, branded supporter T-shirts, sport vests or tops can be purchased via the website.

Dependant on the size of the event, we are always happy to put a personalised physical fundraising pack together for you, please reach out with what you require from the photos below:



Printables



Our Rainbow



Our Logo

Cake Topper





EVENT:

DATE:



THANK YOU FOR SUPPORTING CHASING RAINBOWS CHARITY

Every donation helps us continue supporting families affected by fertility and baby loss. Your support truly makes a difference.

NO.	NAME	AMOUNT	CONTACT
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Thank you for helping us bring hope and support to families when they need it most.

Together, we can make a difference.

Tips For Sensitive Fundraising

At Chasing Rainbows, fundraising is built around compassion, raising awareness and community support. Many supporters, families, and beneficiaries may be navigating deeply personal experiences, so all fundraising communications should reflect empathy, respect, and care.

Please refer to our volunteer handbook for our full expectations we have as a Charity, when representing us.

Volunteer
Handbook



Fundraiser Recognition

Each and every donation means such a huge deal to us at Chasing Rainbows Charity and where possible we will always endeavour to attend public fundraising events or meet people with our large cheque for a photo following fundraising events.

Following your fundraising event, please get in touch and we will send you a digital cheque to post on your social media!



For More Information
www.chasingrainbows.co.uk



Support & Contact Information

Telephone contact: 07415753535

Website: www.chasingrainbowscharity.com

Email: chasingrainbowscharity@gmail.com

Find us on social media



For More Information
www.chasingrainbows.co.uk