



FUNDRAISING PACK

BELFAST
CITY MARATHON
SUNDAY 2nd MAY 2027

GO #TEAM
HOSPICE



THANK YOU FOR JOINING

#TEAM HOSPICE

Thank you for getting your **running shoes** on to support babies, children and adults across Northern Ireland in getting the specialist palliative care they need. We can't wait to meet you on the starting line as we **run to celebrate life** and all its beauty, raising essential funds for NI Hospice along the way!

Whether you're taking part to honor the memory of a special loved one or showing support for someone receiving care through Hospice, the funds you raise will help to sustain the delivery of our specialist care services.

This pack makes your fundraising experience as easy as a walk in the park, but we're always here if you need us. Your dedicated fundraiser will contact you if you've registered for one of our events to support you. If you're creating your own fundraiser, give us a call at **02890 777 123** or drop us an email on fundraising@nihospice.org and we'll be in touch!

If you need any support or have a question or two, don't hesitate to get in touch by phone or email and we'll be happy to help.

Once again, thank you for helping us continue our work: **we couldn't do it without you!**



OUR CARE SERVICES

"After our daughter Rae, being pregnant again with Daniel at the age of 44 was wonderful," Maxine recalls. "Rae was thrilled at the thought of becoming a big sister."

"Everything seemed to be going well until our 20-week scan, when our whole world changed. Tests confirmed that baby Daniel had Edwards' Syndrome – a severe genetic condition with a shortened life expectancy. It was the same day Russia invaded Ukraine, and it felt like a bomb had gone off in our own lives too. It was at this point that we were introduced to Children's Hospice Nurse Bethany McCracken. I felt like an angel had come alongside us. Bethany transformed our journey."

"I had no clue what Edwards' Syndrome was, or what it meant for us as family with our little girl at home waiting for her sibling to arrive. Bethany explained to us what this condition would mean for Daniel, and was able to reassure us that he could have quality of life through the support of the Hospice."

From pregnancy through to Daniel's birth, his short life, and beyond, Bethany became a constant source of strength for the whole family. Bethany helped them begin making memories with Daniel before he was even born. Together, they painted handprints and footprints, created keepsakes and spent precious time together.

"Daniel was still in my womb," Maxine says, "but it already felt like he was with us."

Bethany also gently helped Rae process what was happening in ways a child could understand, using creative activities and play to support her through emotions no five-year-old should ever have to carry alone.

"You cannot quantify the difference that makes," Maxine

says. "You simply cannot go through this on your own. When Daniel was born on 10 June 2022, Bethany was there. Knowing there was somebody to witness his short life alongside us meant everything. It just made everything possible. She took photographs, made sure that our voices were heard, and gave us the confidence to ask for the things that we needed."

After hospital, the family travelled to Horizon House, the Children's Hospice inpatient unit. For Maxine, recovering from a caesarean section while caring for a critically ill newborn and supporting Rae would have been overwhelming without the Hospice team.

Maxine remembers: *"It meant that Rae could be with us the whole time and share the life of her brother. When we arrived, there was artwork waiting for Rae, toys laid out, and a special room prepared just for her. Her little eyes lit up."*

While Maxine and Simon treasured every moment making memories with Daniel, the Hospice nurses spent time with Rae, helping her make perfumes, memory boxes and artwork, giving her space to play, process and simply be a child.

"It is special people that work in Hospice. The nurses instantly felt like lifelong friends," Maxine says. "As Simon put it, 'They wrapped us in love'. And Rae said 'I was so happy that Daniel was being cared for. But they were there for me too.'"

"Daniel was tiny and fragile, but he had the heart of a lion. Daniel lived for just two days, but his impact on our lives was immeasurable."

After Daniel died, the hospice gave the family something priceless: time.

For over 40 years, Northern Ireland Hospice & Children's Hospice has provided specialist palliative care to improve the lives and comfort of babies, children and adults living with life-limiting and life-threatening illnesses.

We support children and adults to have the best quality of life - from diagnosis to the end of their lives - delivering holistic and specialist care. We wrap our care around anyone affected by a palliative diagnosis; including patients, their family and friends.

"You barely get to know your child before they are gone," Maxine says. "You are simply not ready to let them go. With the support of the Hospice team, I was able to bathe Daniel, hold him, create keepsakes and say goodbye in our own time. It was an incredibly special moment that I will always remember. I am indebted to Hospice for that."

"We received memory artwork from Bethany featuring Daniel's tiny footprints and handprints. Those are some of the only things we have of Daniel now. They are incredibly precious." "Even after we returned home, Bethany continued helping Rae work through her grief using creative activities like 'feelings volcanoes', planting flowers in Daniel's memory and building memory boxes."

"As a mental health counsellor myself, I understood grief professionally - but grieving alongside a child of my own was something entirely different. Without Bethany, I genuinely would not have known how to do this. She helped me understand how children grieve differently. Rae would 'puddle jump' in and out of grief, while adults often feel submerged in it. Learning to follow Rae's lead was healing for me too."

Today, Maxine says their lives have been changed forever by Daniel - and by the care they received through Children's Hospice.

"We would never have chosen this journey. But it has changed us for the better. Hospice has helped us to recognise that life isn't really measured in the length of it, but in the quality of it, in the quality of the love and the relationships. Hospice represents that love and we're very grateful to them for that."

The family now fundraises for Hospice, knowing firsthand how vital its services are for families facing the unimaginable.

"Hospice has to raise most of its own funding, but the support it provides changes everything, and not just for our family. The help we received allowed me to return to my work, supporting hundreds of people every year through mental health counselling. When you support one family, that impact ripples throughout the whole community."

"Daniel brought love with him. He showed us what truly matters. That's what Hospice did for us - and it changes lives."



Memories wrapped in love



HOW YOU CAN HELP



£37

Could help pay for an hour of palliative and end-of-life care, supporting our patients and their families when they need us most.



£102

Could help pay for three of our bereavement sessions for the families and friends who have lost a loved one.



£208

Could help pay for one of our Specialist Hospice Nurses to meet with a patient for their first consultation and develop a tailored health plan for them and their family, in partnership with their GP and District Nurse.



£357.50

Could pay for half a day of care in our adult In-Patient Unit at Somerton House where our multi-disciplinary team wrap their care around our patients and their families.



£1,300

Could pay for 24 hours of specialist nursing care in our children's In-Patient Unit in Horizon House for children with the most complex health needs in Northern Ireland.



SPREAD THE WORD



The more people that know about your fundraising efforts the more successful it will be. Here are a few useful tips:

- Contact your local newspaper/radio
- Include fun and engaging photos!
- Use social media
- Share photographs and videos capturing your journey and why you're supporting NI Hospice
- Include @nihospice in your Facebook, Instagram and TikTok posts and #TeamNIHospice on Twitter. Include a link to your fundraising page if you have set one up.

Don't forget that you are fundraising for NI Hospice, so if you're not sure of any key information, then call us on 02890 777 123 to make sure it's accurate, or email or email communications@nihospice.org



ONLINE FUNDRAISING

If you are part of a **group** or **team** it's better to set up **one online page** for all donations.

fundraise with **Eventmaster.**

Step 1: Register for the Marathon

Go to belfastcitymarathon.com

Choose your event:

• Full Marathon • Half Marathon • 8-Mile Walk • Team Relay • Wheelchair Race

Click **Register Now** and follow the prompts.

Step 2: Choose Your Charity

During the registration process, you'll be asked to select a charity to support.

From the list provided, **choose Northern Ireland Hospice.**

Step 3: Set Up Your Fundraising Page

After registering, you'll get a link from Eventmaster to set up your online fundraising page.

Personalise your page with your story, photos, and a fundraising goal.

Share your page on social media, email, and WhatsApp - every share helps raise vital funds!

What Happens Next?

Once you choose NI Hospice as your charity, you can begin your fundraising. If you need any additional support **we're here to help!**

email: fundraising@nihospice.org

Telephone 028 9078 1836

fundraise with **JustGiving™**

JustGiving is easy to use, safe, and saves admin costs for the charity by transferring funds instantly.

1. If you haven't already head to www.justgiving.com/campaign/belfast-marathon-2027 and set up your own page to gather donations online.
2. **Set yourself a target.** Pages with a target raise on average **46% more.**
3. **Tell your story.** Sharing why you want to make a difference will help people understand your mission.
4. **Add that personal touch** by including photos of your loved one who you are fundraising for, or of yourself. Pages with photos raise **14% more.**
5. **Share your page** on social media, email friends and family. Let everyone know you're taking part.



STRAVA

USER TIPS



What is Strava?

Strava is a free fitness tracking app that allows users to monitor and share their accomplishments with family, friends, colleagues and other members of the Strava community.

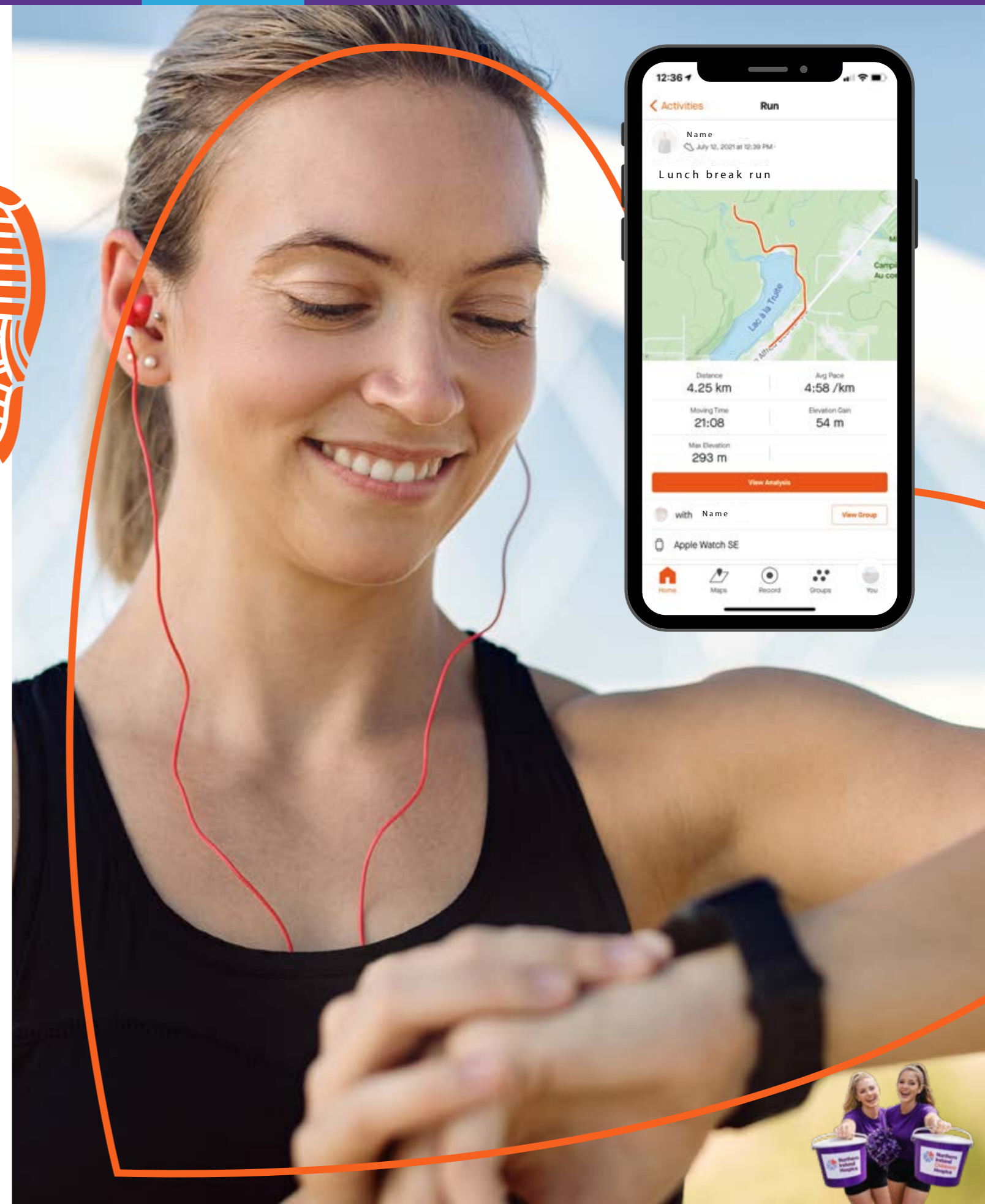
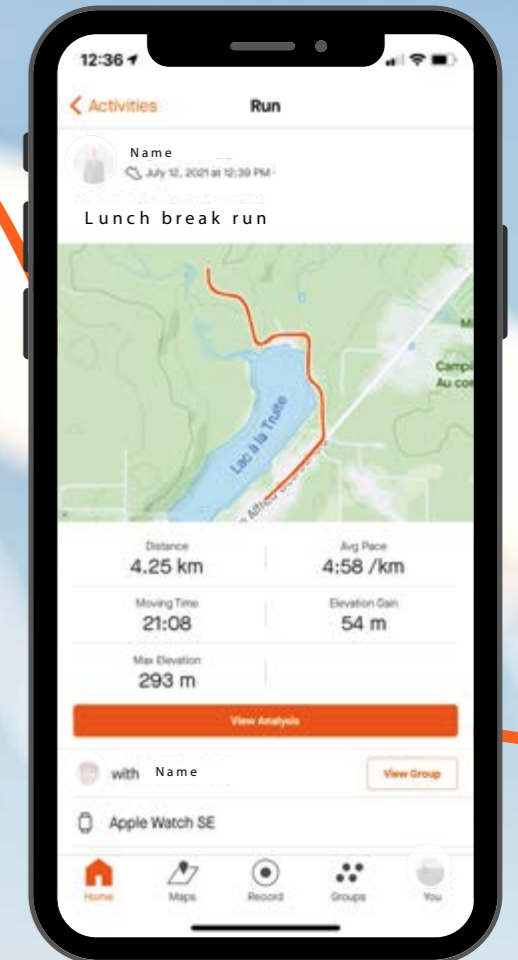
Why get involved?

Strava is perfect for your Belfast City Marathon training, as it can be easily linked with your JustGiving fundraising page to help increase the total you raise for Hospice! You'll be able to share details of your route, your progress and your photos, to inspire people to support your efforts for a good cause.

How do I use Strava?

Here's a simple step-by-step guide to connecting your Fundraising Page to Strava:

- 1 **Download** the app and register with Strava at www.strava.com – it's free!
- 2 Log in to your **JustGiving account** and view the **fundraising page** you wish to connect with – search for **Northern Ireland Hospice**. Scroll down and select the 'Connect Strava' button.
- 3 Confirm the Strava permissions and select and save your fitness **settings/preferences**.
- 4 Track your chosen exercise in the **Strava app** and watch as it automatically updates on your page!
- 5 Got any questions on using the Strava platform? **Don't sweat it**. You can find out more about how this app can help your fundraising efforts by visiting support.strava.com or by contacting Hospice on 02890 777 123 or by email at communications@nihospice.org



HOW TO DONATE

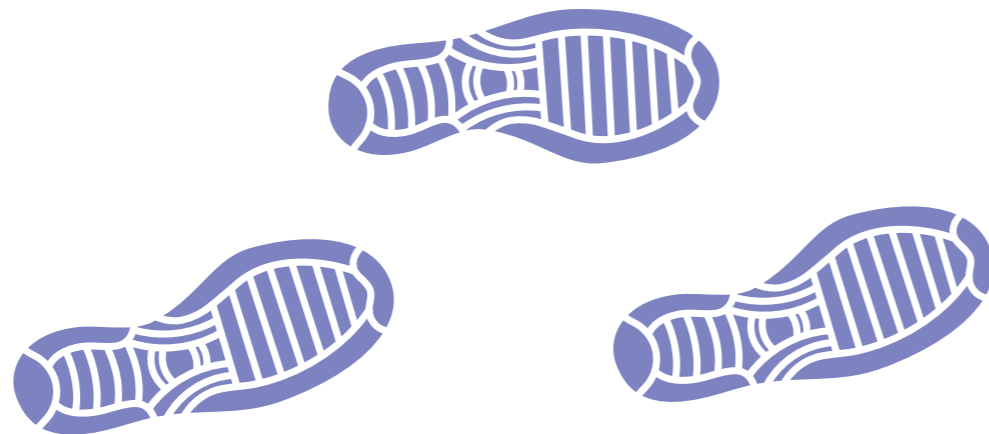
With **online fundraising** pages, you don't have to worry but these are extra ways to give us your fundraising money.

If you want to donate through our website, simply visit nihospice.org/donate and you can pay us directly. Please make sure you write 'BELFAST MARATHON' in the box marked 'In memory/celebration of' so we know how to label your donation correctly.

You can call our **Supporter Care Team** and they can take payments **over the phone** or get **bank details for a transfer**, just call **02890 777 123**. Our lines are open 9am to 5pm Monday to Friday. Or you can leave a message out-of-hours and we will call you back as soon as possible.

To donate via a **cheque, postal order** or **charity voucher** simply make payable to **Northern Ireland Hospice** or **Northern Ireland Children's Hospice** and send to our Head Office address:

NI Hospice
Head Office
Horizon House
18 O'Neill Road
Newtownabbey
BT36 6WB



Please let us know if your donation has been made in memory of a special loved one.



FAQS



Do I need a letter of authorisation from NI Hospice for my fundraising?

Yes, your fundraiser will supply this for you but if you don't have a fundraiser yet. Call 02890 777 123 and our Fundraising Team will get this sorted.

Can I use the Hospice logo for my fundraising?

You can use our 'In aid of' logo so that everyone knows you are supporting NI Hospice. You can download these logos as well as the brand guidelines in our [Fundraising Resources](#) on the website.

Are there any materials I can get to help me, like collection buckets, posters or t-shirts?

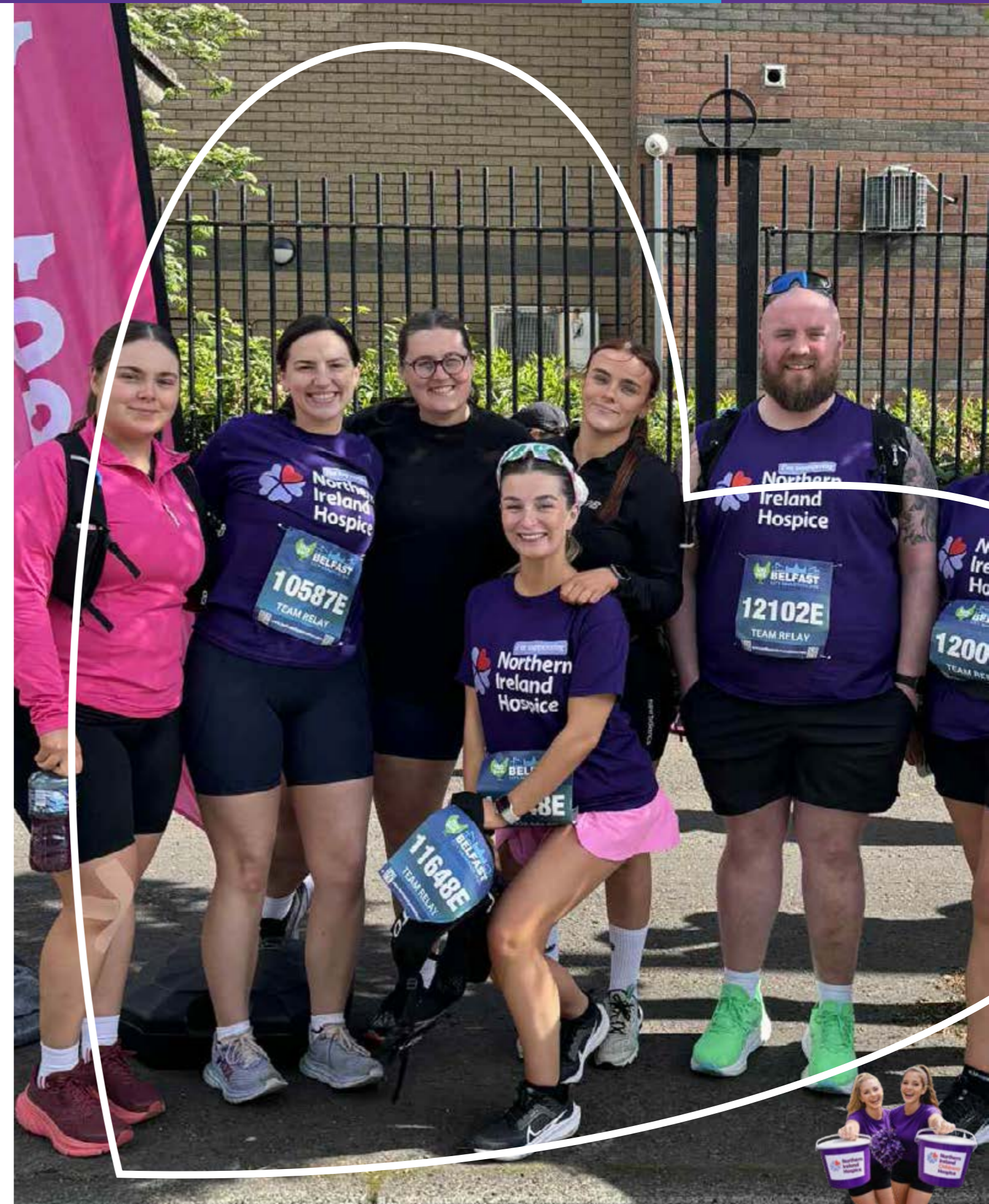
We have a lot of materials that you can download in our [Fundraising Resources](#) section but for anything else simply call our Fundraising Team on 02890 777123 and they will help you out.

How can I claim Gift Aid on the money I raise?

If you are a UK taxpayer you can claim Gift Aid through online giving or let our Supporter Care team know. For every pound you donate the Government will give NI Hospice 25p. If your sponsors are UK taxpayers, they will need to follow a few simple steps when they make a donation to your [sponsorship form](#), or complete their details on this [Gift Aid form](#) if they are making a cash donation.

I want to organise a photograph with my grand fundraising total, how do I do that?

Simply let your Fundraiser know and they will organise the photo for you or call the Fundraising Team on 02890 777123 and we'll get it sorted.



DOWNLOAD A SPONSOR SHEET

Need to download a sponsor sheet?

Visit

www.ni hospice.org/fundraising/

[fundraising-resources](http://www.ni hospice.org/fundraising/fundraising-resources)

or click below



THANK YOU FOR GOING THE EXTRA MILE FOR NI HOSPICE!



**Northern
Ireland
Hospice**



**Northern
Ireland
Children's
Hospice**



nihospice.org  **Head Office**, 18 O'Neill Road, Newtownabbey, BT36 6WB  Registered with FUNDRAISING REGULATOR

Northern Ireland Hospice is a Company Limited by guarantee incorporated in Northern Ireland and is a charity recognised by the Inland Revenue.
Company Registration No: NI 14817 Charity No: NIC102337

Awarded Sunday Times Best Places to Work 2026