

**Don't let her  
legacy be lost**  
Help us make the  
**Paediatric Palliative  
Care Unit**



Visit

[www.oneinamillion.es](http://www.oneinamillion.es)

uncles.... the whole family. A Unit with an expert team of professionals (doctors, psychologists, nurses, social workers, music, art and play therapists, teachers, physiotherapists...) and volunteers, to care:

- In their homes with the Paediatric Palliative Care Home Care Team made up of a doctor, nurse, psychologist and social worker.
- In the Paediatric Palliative Care Day Centre. Composed of a team of therapists and volunteers.
- In Room No. 10 Paediatric Room at the Cudeca Centre, Joan Hunt's home.

**For this we need to raise 1.000.000€, to create and manage it for 4 years.**

## Joan Hunt, an exceptional woman



Joan Hunt was undoubtedly a woman like few others. Retired with her husband Fred on the Costa del Sol when he died of cancer in Malaga in 1991, Joan Hunt set herself the vital goal of improving medical, psychological and human resources and care for the terminally ill in the province, creating the first 'hospice' in Spain to date, Cudeca, which currently cares for more than 1,600 patients and has a Day Care Centre and In-Patient Unit in Benalmádena, as well as seven home care teams.

Until his recent death, Joan Hunt created, trained and consolidated a large team of professionals and volunteers, with an outstanding implantation and presence in Malaga society, with numerous and constant solidarity activities.

This great contribution to the welfare of thousands of citizens over the years and their families earned her the decoration of Officer of the Order of the British Empire in 2002, as well as the Gold Medal of the Province of Malaga, among many other awards.

# Create your own fundraising event

If you've come this far, it's because you want to organise a fundraising event for Cudeca - THANK YOU! You are about to join a community of enthusiastic people whose efforts add life to the days of people with advanced illnesses.

To help you create your event, Cudeca has developed an online platform where you can create your event in a few simple steps and where your friends and family can donate directly to Cudeca. All you have to do is share a link and encourage your friends and family to donate!

## Tips for creating your fundraising event

### Set a fundraising goal

This should be the first step once you decide what kind of fundraising event you are going to create (see ideas section for inspiration). Strike a balance when setting your goal: make it ambitious but achievable.

### Tell your story

Through your story, people will understand why it is important to support your fundraiser. Make it as powerful and relatable as possible. Having a cause or a reason for doing something is essential. You should try to make people understand what has led you to make the cause your own and what can be achieved with their collaboration. If Cudeca's work has impacted your life in any way, talk about it. Don't be afraid to talk about more personal or emotional aspects. People will be more willing to help if they feel an emotional connection, especially when it is genuine, sincere and selfless.

### How can you create your fundraising event?

Click on the following link: <https://www.cudeca.org/iniciativas-solidarias/en/login>

## How can you create your fundraising event?

Click on the following link: <https://www.cudeca.org/iniciativas-solidarias/es/register>

1. Click on "Sign up here if you don't have an account yet"	2. Enter your email and a password	3. Click on "Click here to sign up"

4. Sign up and press "login"	5. Include information about your fundraiser (date, location, description, goal to be achieved and a picture of your event) and press "continue"	6. You will receive an email confirmation of your event so you can start spreading the word to friends and family.



# Ideas to inspire you

Here are some ideas for fundraising challenges and events that you can run to support the Joan Hunt One in a Million campaign. You can take inspiration from one of them to create your own or organise something completely different - use your imagination!

**Challenges up for auction** Challenges up for auction Shaving his head, growing a beard, going to an event in fancy dress... Ian Froment left it up to his friends and family to decide whether to remove or leave his beard. Ian had been growing a beard for a few years. Many people suggested that he remove it so that he could see his face again; but others told him that it suited him. Drawing an analogy with the situation in the UK and Brexit, he decided to take a vote on whether he should do away with his facial hair or keep it and continue to be Father Christmas, as some children called him. He decided to turn this vote into a charity event, involving Cudeca and another charity called MacMillan. For those who preferred him to shave, he proposed donating to Cudeca and for those who wanted him to keep it, to MacMillan, thus ensuring that whatever the decision, solidarity would win out.

**Solidarity workshop** Do you have a knowledge or technique that could be of interest to others? Create and give a workshop to pass it on and the registration fee will be a donation to the event created on our platform. This is what our volunteer Merche López Valdivia does, offering solidarity workshops for the benefit of the Foundation. What better way to help than sharing what you know!

**Birthdays and anniversaries** These are celebrations where people usually give gifts or money. A perfect occasion to ask for a solidarity contribution instead of gifts. It can be to celebrate your birthday, an anniversary or a date that is important to you.

**Christmas Gifts** Use this Christmas to ignite the spirit of solidarity in those around you. Encourage your family and friends to donate a portion of their gift budget to Cudeca's "Joan Hunt, one in a million" campaign.

**Sports initiative** If you are an athlete and you are passionate about it, this is the event for you! Create your solidarity sporting event through our platform and raise funds through it. You can donate the registration fee for your event or create a challenge to raise money through donations from your friends and family.

You can motivate your sports club to organise a charity tournament and have the registrations be the donations in the event on our platform.

Another example is that of Michael Moorcroft, who despite being a novice walker, decided to take on a challenge of a high level of difficulty and complexity: climbing Mount Maroma in memory of his mother. He sent a link to his event and got his friends to donate for his feat.

**Charity Sale** If crafts are your thing, use your skills to bring the days to life. This is what Cristóbal Corral did, hand knitting the scarves on display in the shape of a Christmas tree at the open day of the Living Pilates Pilates Studio in Fuengirola. If you want to do this kind of activity, remember to let the public know what moves you and how you have done it. You should also let them know how they can purchase the item and how much of it will go to the charity.

**The 20-day challenge** Each day a simple challenge is set (dress up in a costume, go outside with your face painted like a clown, cut your hair, eat a hot chilli, run on one leg for two minutes, do 20 squats, etc.). To encourage participation and donations, you can ask your contacts to propose challenges to complete over the 20 days. As you complete the challenges, you will share the images to show your commitment. You can do this challenge alone or with your family or friends.



## Spread your message

**Don't be afraid to ask for money! The cause you are defending is just and deserves to have people's support. Use whatever means you have at your disposal to share your fundraising. Much of your success will depend on how you share it with friends, family and acquaintances. Social media, email, text messages and word of mouth are the best ways to get your message out as far as possible.**



**Use Facebook, Twitter, Instagram, Tik Tok, LinkedIn or the social network** where your contacts are active. You can also send an email to your personal email list.



**WhatsApp and SMS** are often good channels for sharing these kinds of charitable initiatives, as long as you don't send too many messages and they are not personalised.

Close friends and family are always more likely to donate, so involve them from the start and people will see that the cause is already supported.

Fundraisers often last several weeks. To avoid losing interest, you can keep your contacts informed about the progress of your event or challenge. For example, you can inform them:

- At the start of your challenge or event.
- When you have reached half of your target.
- In the final stretch to encourage them to donate if the goal is still far away.
- When you reach your goal or your event ends.

### **Say thank you**

Don't forget to thank everyone who helped with your fundraising. After all, without their participation you would not have been able to reach your goal. Tell them how much money you have raised and remind them what it will go towards.

## Materials to publicise your event

At Cudeca we have an image that identifies us as an organisation. Therefore, every initiative you undertake must be accompanied by one of the downloadable elements provided below. If you have any questions about the use of Cudeca's image, please contact [pr@cudeca.org](mailto:pr@cudeca.org)

**Download the campaign logo "Joan Hunt, one in a million".**

<https://www.cudeca.org/wp-content/uploads/2021/11/21-Joan-Hunt-One-in-a-Million-A4-ENG.jpg>

**Link to the "One in a million" campaign video**

<https://youtu.be/oD--pSeaHPc>

If you have any questions, please call us on 697 146 987 or write to us at [pr@cudeca.org](mailto:pr@cudeca.org)

**Thank you!**