

## Libby Wells – Fundraising for ‘Libby’s Lift’

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**[www.sullivansheroes.org](http://www.sullivansheroes.org)**

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Registered Charity Number 1163021



# Case Study – Fundraising for ‘Libby’s Lift’

*Libby’s family have kindly documented their process during their fundraising with Sullivan’s Heroes, and adaptation project for this Case Study.*

## Goal

- To raise £10,000 towards the cost of making adaptations to the family home, to include installing a lift.
- To ensure that Libby can be safely moved around the family home, and to ensure that she is included in daily family life in all areas of the home.

## Background

Libby’s difficulties are long term and complex which means she needs round the clock care from her parents and carers. Libby is unable to walk, talk or do anything for herself. Due to Libby’s respiratory difficulties it is not appropriate to have a bedroom downstairs as her parents are up throughout the night attending to Libby. Libby is too young and vulnerable to be too far away from her parents. Therefore in order for Libby to be transferred around the home safely, adaptations to the property were required.

Libby’s parents were having to lift and carry her all around the house, ie: up and down stairs, in and out of the bath, in and out of bed, lift from chair to the floor, in and out of the buggy/wheel chair etc. Also Libby’s bedroom was far too small to accommodate all the equipment required to support Libby.

The plan was to build an extension on the side of the family home to facilitate a lift, wet room, bedroom and install a hoist.

Installing a lift was a great expense and the cost was not covered by any local authority grants or

funds from the family. The fundraising needed to focus on raising money for the lift along with the adaptations as a whole.



## Fundraising

**1.** The family got together to plan how to raise the money for ‘Libby’s Lift’ and the main fundraising event was to be a family member running a marathon.

**2.** Fiona from Sullivan’s Heroes was able to advise on how to manage the fundraising and also the administrative process. She advised how to set up a fundraising page on the charity’s website which was linked to the Justgiving page set up by a family

member who was co-ordinating the fundraising. Being able to work closely with Fiona whilst keeping Libby’s parents in the loop was key.



As Sullivan’s Heroes advises “Channelling all fundraising through Sullivan’s Heroes allows the charity to claim gift aid to cover JustGiving fees on donations made to the child’s fund, increasing the value of donations the family receives. This also covers operational costs and assists other families ongoing with grants.”

**3.** Letters were written to businesses and charities explaining Libby’s difficulties and ‘asking’ for support.



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As Sullivan’s Heroes explains “Many charities and organisations cannot help an individual’s project directly, but are able and much more willing to do so via a registered charity. As a referring charity, Sullivan’s Heroes can support the individual’s application, and provide a receipt to the organisation for donations and grants pledged, which is beneficial for their accounting purposes and financial records.

“Families which Sullivan’s Heroes are supporting have had a lot of success with achieving funding from additional sources once set up with us.”

**4.** A coffee morning was held by the family, inviting guests to drop in for coffee and cake and make a donation. Each guest received a raffle ticket. A coffee machine had been donated and this was the raffle prize.



**5.** A local performing arts and dance theatre school donated proceeds from the selling of programmes at their annual performance.



**6.** Sullivan’s Heroes provided a grant towards the works required.

### Outcome

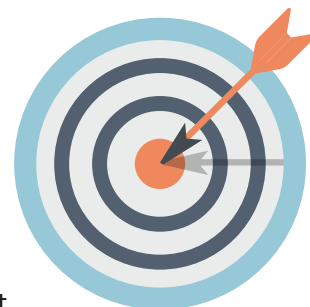
**1.** The first five thousand pounds of fundraising was from:

- Donations to sponsor the marathon runner
- Coffee morning donations
- Theatre school programmes
- Rotary Club donation
- Lions Club donation

At the point of halfway towards the target figure, two charitable trusts respectively made contact and offered to donate to meet the full target required, paying the money through Sullivan’s Heroes as the supporting charity. This would not have happened without the support of Fiona and Sullivan’s Heroes.

### Target reached!!

**2.** Adaptations and lift works were carried out and completed. The wet room included a shower and changing table which meant no more lifting Libby out of the bath. A specialist sink was installed to move up and down to wheel Libby’s chair up to. This also provides a platform for Libby to take part in water play to support her sensory needs. Libby has her own toilet within a specialist chair. This enables Libby to use toilet facilities in a dignified manner.



The hoist enables Libby to be transferred safely in and out of bed, for showering, from her indoor to her outdoor chair and also provides support to support to practice walking.

Libby’s bigger bedroom upstairs means her parents only have to walk across the landing to attend to her constant disrupted sleep throughout the night.

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The adaptations overall have taken the physical strain off Libby’s parents and have also enabled Libby’s sister and brother to be involved in the care of their sister. The use of the hoist ensures that Libby is more comfortable.

As Libby gets older her difficulties will heighten but the family home is now well equipped to facilitate carers to support Libby and her family in the future.

### Learnings

1. For family and friends to be proactive in the fundraising with support from Sullivan’s Heroes. The support of Sullivan’s Heroes with its charity status and practical support from Fiona was second to none.
2. For a key person to co-ordinate the administration of the fundraising so that parents/ carer can focus on caring for their child as well as co-ordinate the works in the home, ie: key person to set up the Justgiving page and liaise with Sullivan’s Heroes whilst ensuring copying in parent/carers to any correspondence. This includes updating charity sites with photographs and posting progress of the fundraising.
3. Not to become disheartened when it appears the fundraising is slow – it all comes together towards fundraising events, ie: the date of Marathon. A lot of people are lastminute.com!
4. Charitable trusts are keen to learn what the family is doing to support the fundraising and see how proactive they are in the process. In our experience Trusts are likely to match a certain amount of money already raised



when they can see the story so far, ie: photographs and updates of how the child is doing and what is happening. These trusts would not have donated without Sullivan’s Heroes charity being involved.



5. Sponsorship can be plentiful when planning an event never done by the person before.



6. Market any planned events, ie: coffee morning invitations with brief description of objective/ target, with a photograph.

7. Be brave and just ask for money politely! Not everyone contacted will donate but it’s best to focus on what was achieved.

8. Sullivan’s Heroes managed the overall pot of money and this was great for the family as any cash/cheques received etc were able to be forwarded to the charity for them to co-ordinate and liaise with parents in order to pay for the works.”



9. **Hang on in there!**

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## Gallery

Libby with family and supporters on Marathon Day



Local newspaper article about Libby's project and Marathon fundraising



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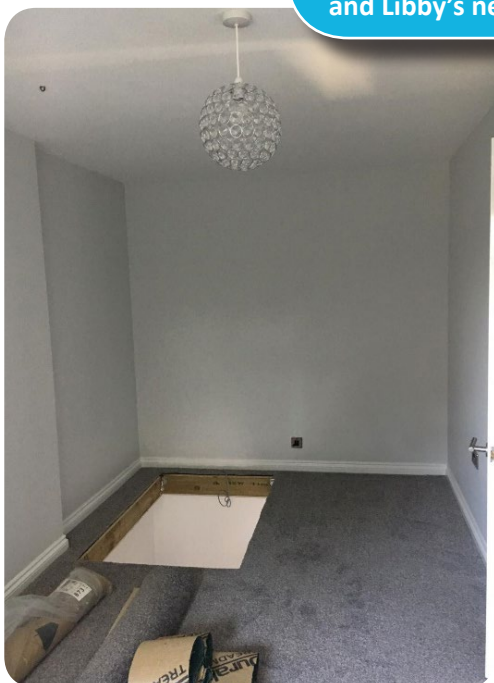


## Case Study – Fundraising for 'Libby's Lift'

Work commences to install Libby's wheelchair accessible lift ...



Libby's new through-floor lift is installed between the ground floor and Libby's new first floor bedroom



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## Case Study – Fundraising for 'Libby's Lift'

Works begins on Libby's new bedroom and wetroom ...



Libby's hoist and tracking is installed between her wetroom and bedroom; and her changing table with shower above are fitted in her new wetroom



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## Case Study – Fundraising for 'Libby's Lift'

Folding doors between Libby's wetroom and bedroom allow for plenty of space for access and manoeuvring



Libby's new through-floor lift makes access from ground floor to Libby's new first floor bedroom safer and easier for all the family



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Libby's new bedroom and wetroom enables her to be cared for safely and securely. The hoist and tracking installed throughout allows Libby to be transferred safely in and out of bed; for showering; from her indoor to her outdoor chair and also provides support to practice walking. The changing table with shower above means no more lifting Libby from the bath; a specialist height-adjustable sink has been installed to move Libby's wheelchair up to, also providing a platform for Libby to enjoy water play to support her sensory needs. The adaptations overall have taken the physical strain off Libby's parents and allow Libby to be cared for in a comfortable and dignified manner, providing a safe long-term environment for Libby.



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