



Internal overview

Once upon a time...

...towards the end of 2015, those intrepid fundraising fellows at the Family Holiday Association were on the greatest adventure of their lives. For almost a year they had been running their charity's 40th Anniversary campaigns and celebrations with everyone on the charity team, and they were SO enjoying themselves – especially with the campaign called '500 for 500'. Nothing was too much trouble for this fantastic fundraising four!

One morning, as they were having breakfast beverages and pastries in a delightful room with their Ambassadors, someone had an idea to make 500 for 500 even more amazing. "I know," they said. "Let's create our very own national day when everyone in the travel and tourism industry can join in at their place of work and do something fun for families. That way, we can tell the story far and wide of the work the charity does, and the smiles and hope it brings to the children and families who have none."

"Oooh," everyone replied. "Oooh, let's!" The team had a brilliant idea, "We'll get people to wear sunglasses come rain or shine on Friday 1st April. Oooh, this will be SUCH fun!"

And so, true to their word, the Family Holiday Association fab four launched Shades Day 2016. They ran with a hop, skip and a jump – even on Abbey Road, just like that other fab four you might have heard of.

Many friends got involved: they dusted off those sunglasses, held their heads up high and ensured those social media thingies were much busier than normal. In fact, online responses increased by more percentages than ever before. The sun certainly shone that day, in more ways than one!

Time passed quickly...

...in the land of fundraising, and soon the formidable foursome started thinking about 2017. "Oh, please, please, can we do Shades Day again?" cried the team. So off they went into that delightful room once more and started scheming and dreaming about the next sun-filled event.

They decided to make it VERY special this time. Their plan was to extend the Shades Day campaign beyond just one day. That way, they'd be creating much more fun – and much more fundraising! So the conscientious quartet skipped over to the mending-and-spending team with this idea to see what they made of it. They all thought it would be wonderful to

buy something that would make families very happy: a brand new caravan to replace one of their worn-out ones. Indeed, over the years, this poor old caravan had given lots and lots of fun and wonderful memories to lots and lots of children and their families, and now it was time for it to have a rest too. And so the Shades Day Fund was born...

Now, the United Nations hold an annual day to commemorate the importance of families in making the world a wonderful place. This seemed a perfect time to join in with so our foursome moved Shades Day to join the worldwide week that shows families matter. They decided that the next Shades Day would be on Friday 19th May 2017, with fundraising for the Shades Day Fund taking place throughout the whole year.

What fun they were having already!!!

Like all good fairy fundraising stories...

...the team were granted three wishes.

“Oh, goody” was their reaction when they found they had three wishes EACH. One of them even worked out that it meant they had 12 altogether! The four friends then set about writing down their wishes. They wrote...

1. For the Shades Day Fund to be seen as a new heart-warming way to support the charity by those travel and tourism corporates who donated in the 500 for 500 campaign (the 500 club members)
2. For the Shades Day Fund to be used as a way to become the official charity in new events and generate sponsorship funds with new partners
3. For the Shades Day to be used as an introduction to corporates who already have a ‘Charity of the Year’ but would be happy to join with the Family Holiday Association for one day of fun and fundraising
4. To sign up ‘Shades Day Stars’, including a few celebrities, who promise to support the campaign and help raise funds
5. To attract some non-tourism corporates to work with the charity to supply prizes and help promote the day
6. To increase engagement on social media amongst current followers and develop new followers
7. To align with the UN International Day of Families to further highlight the importance of family bonds and families’ connections to their respective communities
8. To create a national day which recognises the benefits of a break for children and their families and celebrates the work the charity does
9. To inspire new individual supporters to join in and donate, and then build on this support over the coming years

10. For 'Future You' students to be motivated to join in and start a long-standing relationship with the charity to run fundraising events with all their colleagues
11. To raise £35,000 over 2017 to ensure the Shades Day Fund can buy a replacement caravan for the 2018 season
12. To bring more sunshine into the lives children, their families, and all those touched by Shades Day. Because a little sunshine goes a long way.

"Oh, I do hope it works! I really do," said one of the fab four. "Well," said the others, "It'll be a hard Shades Day and we'll be working like a dog. But it'll be worth it when families can say: 'Here comes the sun!'"

And so the scene was set...

... for Shades Day and the Shades Day Fund adventure. The team knew that there might be a few showers along the way, but they could achieve big things with a little help from their friends! They were ready and, anyway, they all knew Stranger Things had happened.

What will *you* be doing on Friday 19th May 2017?

