



# RACE TO RAISE

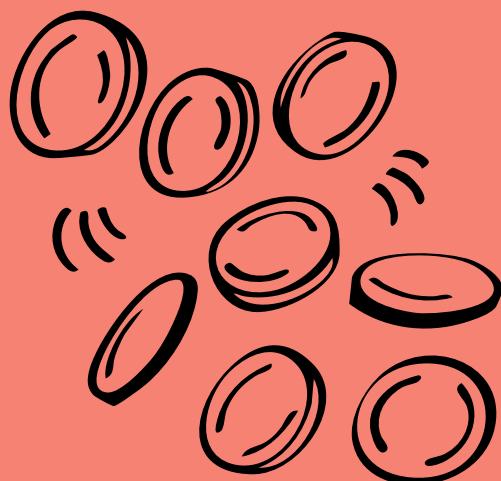


## The Multiplier Challenge

£50, 31 days, how much can your team raise?

Compete with other businesses and support grieving children and young people across the UK and become our Race to Raise Champions 2026!

For more information  
visit: [winstonswish.org/racetoraise](https://winstonswish.org/racetoraise)



# THE DIFFERENCE YOU WILL MAKE

Winston's Wish helps children and young people (aged 25 and under) across the UK who are bereaved or facing the death of someone important to them.

Our services are completely digital, including instant access to bereavement specialists via live chat, phone, email, text or WhatsApp. No appointments. No wait lists. Just real-life support. We help no matter how long they've been living with grief or who has died.

**127**

Children and young people are bereaved of a parent every single day in the UK. That's almost 4,000 over the course of your challenge this March.\*

**95,744**

bereaved children, young people, and families were impacted by Winston's Wish last year.

By taking part in **Race to Raise: The Multiplier Challenge** you can help us be there for grieving children and young people when they need us most.



## What is Race to Raise: The Multiplier Challenge?

It's a **workplace fundraising challenge**, encouraging teams to turn a starter loan from Winston's Wish into as much as possible.

- Choose your own team
- Decide your own events
- Fundraise your way!

Battle it out with teams from other businesses across the UK to be crowned our **Race to Raise Champions 2026**, all while supporting a cause that makes a real difference to bereaved children and young people whose lives have been turned upside down by grief.

**£50 in 31 days, how much can your team raise?**

\*Childhood Bereavement Network

# HOW IT WORKS

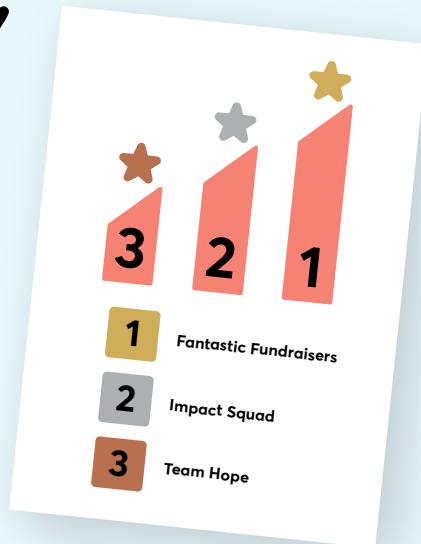
Choose your  
teammates and a  
team name!

Sign up [here](#)  
to take part in  
Race to Raise:  
The Multiplier  
Challenge.

Winston's Wish  
loans you £50  
starter funding  
to get your  
challenge started.

Spend 31 days  
growing your  
£50 loan through  
fundraising  
activities into as  
much profit as  
possible.

Time to use your  
blue sky thinking  
and race to raise for  
grieving children and  
young people and  
reach the top of our  
leaderboard!



# SIGN UP AND GET READY TO RACE TO RAISE!



Taking part in **Race to Raise: The Multiplier Challenge** could not be easier. Just follow these simple steps:

**1** Register your team via our online form [here](#)

**2** Set up your fundraising page (guidance can be found on our secret portal once you're signed up!)

**3** Download your exclusive resources (also to be found on the portal!)

**4** Invoice to receive your £50 starter fund

**5** Plan your fundraising activities and get ready for 1st March

**6** Race to Raise and climb to the top of our leaderboard!

We will be on hand to support you every step of the way, from fundraising tips and ideas to encouragement and resources for your team. For more information on the challenge, please contact: [corporate@winstonswish.org](mailto:corporate@winstonswish.org)

## What's in it for you?

**Race to Raise: The Multiplier Challenge** is a great way to bring teams together and create a shared sense of purpose. It offers an opportunity to:

- Boost staff morale!
- Have fun team building!
- Gain bragging rights and good PR for your organisation!

AND raise vital funds to support grieving children and young people.

You'll be taking on businesses from all across the UK to become our **Race to Raise Champions**! Signing up gets you a spot on our leaderboard, which we'll be updating throughout the challenge.

Do you have what it takes to be our **Race to Raise Champions** and make the biggest difference for grieving children and young people?

**What are you waiting for? Sign up today!**



# MAKE YOUR £50 WORK OVERTIME

Not sure where to start? We have pulled together some ideas to help you get as creative as you can with your fundraising efforts!

## The Power Lunch

Turn your lunch into an hour of power for your fundraising! Use your £50 starter fund to buy supplies and invite colleagues to donate £10 each to join in. Add a raffle prize draw or 'pay to add to the playlist' to bag some extra donations.

## The Trade Up Challenge

Swap, sell, and upcycle to take your target to the next level! Buy an item or voucher and trade it for something bigger, host a mini-auction, or run a 'trade it forward' challenge across teams.

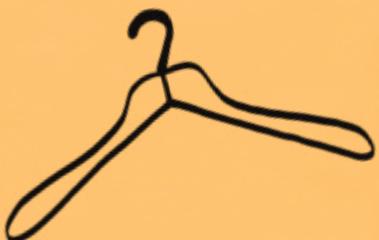
## Coffee for a Cause

Turn your office into a mini cafe! Take your £50 to pick up the coffee, cocoa, and cookies, run it at lunchtime and ask your colleagues to donate to get a little pick me up with a big purpose!



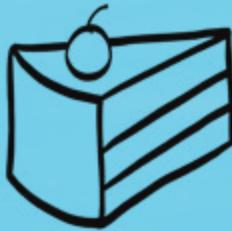
## The Spring Clean Pop-Up

Turn your clutter into cash! Collect quality items and list them on Vinted or host an in-office sale. Use your £50 to brand and promote your pop-up!



## The Bake Investment

Spend your starter fund on ingredients and host a 'Great Office Bake-Off'. Charge per slice, provide a 'pay to vote' jar, and crown your Star Baker. Delicious fundraising at its best!



## Charity Lottery, Sweepstake or Lucky Dip

Use your starter fund to buy or source small prizes, then sell tickets or mystery envelopes to raise as much as you can. Simple, effective, and full of suspense!

## The Reverse Raffle

Flip tradition on its head! Everyone donates £5 to enter, but the last ticket drawn wins the prize. The suspense builds, the laughter flows, and your fundraising total climbs!

Once you sign up, you'll get access to our secret portal with even more ideas and useful resources! Shhh!



**Thanks so much for your support.  
Good luck reaching the top of our  
leaderboard to become our Race to  
Raise Champions 2026!**



[winstonswish.org/racetoraise](https://winstonswish.org/racetoraise)



Supporting a bereaved child or young person? We're here to help.  
Visit our support page for more information and contact details.



Giving hope to grieving children



08088 020 021



[ask@winstonswish.org](mailto:ask@winstonswish.org)

Registered Charity Number 1061359 (England and Wales), SC041140 (Scotland)



**WE'RE TAKING PART IN  
THE WINSTON'S WISH  
RACE TO RAISE: THE  
MULTIPLIER CHALLENGE  
TO HELP GRIEVING  
CHILDREN AND YOUNG  
PEOPLE!**

**WHAT / WHEN / WHERE:**

**£50**

Write your  
fundraising  
goals & track  
your  
progress



Registered with  
**FUNDRAISING  
REGULATOR**

Registered Charity Number 1061359 (England and  
Wales), SC041140 (Scotland)