

## Charity Collection submission – Good Grief



Dear Sirs

We believe you are inviting charities to apply for sponsorship this season at AFC Wimbledon and we would be very keen to put ourselves forward. We are a new National Registered Charity recently launched on BBC Breakfast (link to interview below) 9 months ago, to radically improve bereavement support across the UK.

We are actually based 5 minutes from the Plough Lane Wimbledon Dog Stadium, which I believe will be your new home and on a personal level my daughter is a member of the Don's Trust, we feel a strong affinity with the WFC.

I lost my partner Graham to a rare cancer in September 2014 and was shocked at the lack of understanding and information available to me. For the past 2 years having researched issues around grief and loss in the UK, we discovered that there are gaping holes in our bereavement net across the country.

By way of a brief background, Graham and I met when I was in the original cast of Grange Hill and he was one of our Directors, and I am very proud to say that he was a BAFTA winning TV/Film Director.

My full story is on our [Charity GoFundMe page](#).

### Our Main Aims & Objectives

#### 1. The Good Grief Guide - New Umbrella Bereavement Website

Our objective is to bring all UK bereavement services together under one new National Umbrella Bereavement Website - The Good Grief Guide - so that at the click of one button, targeted support can be found, whether the loss is a child, partner, parent, friend, sibling or grandchild/grandparent.

Currently a fully comprehensive service like this is not available, so this is an exciting ground breaking project and will help many hundreds of thousands of people deal with the devastating effects of grief.

#### 2. The Good Grief Card - new National Bereavement 'Gift Card'

In tandem we are also developing a brand New National Strategy to reach all bereaved, immediately after the death, with a new Good Grief Card, to be provided by all via frontline organisations, i.e. every Hospital, Hospice, Care Home, Police, Funeral Director, Registrar, etc, which will signpost those who have lost someone close immediately the website, so that no-one is allowed to slip through the net and is guided to targeted information and advice as soon as possible.

I am sure you are aware of the recent Rio Ferdinand documentary opening up discussions around grief and Prince Harry's interview on his own struggles. This is an important National initiative and we are currently working with Parliament and key leading bereavement charities to ensure that The Good Grief Card is mandatory across the UK.

With over half a million deaths in the UK every year, we will need to make sure that every person receives the card and so initially we will need funding for the design, printing and distribution.

View the [Widowed and Young BBC Breakfast feature](#).

We are very active on all social media platforms and our Facebook page has a reach of over 620,000 with some posts being shared almost 6000 times, so clearly there is a need for support. Our Patrons include Shirlie Kemp, Debbie Flint and Fiona Murphy MBE, with a committed team of Ambassadors.

We have had three fundraising events so far this year, which have raised in excess of £5,000, including a 'Bag a Bargain' Sale in Tooting, A Luxury Shopping Fair, Fashion Show and Well Being Event at Cannizaro House, on Wimbledon Common, a Family Fun Day in Battersea Park and we also have another event during Wimbledon Tennis fortnight at LKBennett in Wimbledon Village coming up.

Our GoFundMe page has raised over £7300 to date, with funds being spent on the set up of the charity and the build and design of the website.

We would love to be involved with your Club and see great opportunity in collaborating with yourselves and we have strong support from our GGT Volunteers who would be very happy to come along and man events and collections.

We are passionate about this project and committed to taking help and support out to those suffering grief out into the community, so we would be very interested in discussing other ideas to form partnerships in our local area to benefit us all.