



Registered Charity No 327714

THE NATIONAL HOLIDAY FUND

FOR SICK AND DISABLED CHILDREN

MARKETING PACKAGE

We work to give the highest level of medical care to the children we take on holiday

We believe we are second to none in the Country, in this field

We are extremely professional at what we do

We care for the children as individuals

Would you care to help?

June 2011

A Marketing Package for the NHF

1. Executive Summary

(a) Principle

To raise awareness of The National Holiday Fund (NHF) with the intention of generating interest and further income in order that the Charity can continue to achieve its charitable objective.

(b) Charitable Objective

To relieve the sickness of chronically or terminally ill children and temporarily or permanently physically disabled children ('the beneficiaries')

By providing holidays for the beneficiaries

By providing whatever assistance is necessary to the beneficiaries to take a holiday

(c) The provision of NHF holidays for children is subject to the following criteria:

1. The recommended age shall be 8 - 18 years
2. Every child must be registered with the United Kingdom National Health Service
3. Every child must be able legally to participate in the holiday
4. The charity will determine by whom any child is accompanied
5. Whilst the NHF will value financial support or otherwise, such support will not influence any decision made by the charity in respect of any child
6. No child can be considered without such medical and other information as may be required by the charity
7. No child will benefit on more than one occasion
8. A child who has previously visited the Central Florida area will only be considered under exceptional circumstances
9. Each group shall be accompanied by a fully registered medical practitioner with such other supporting help as the charity deems necessary
10. Every holiday is offered subject to the charity being empowered to act in 'loco parentis'
11. Everyone travelling will be fully insured for medical insurance
12. Everyone working with the charity, whether remunerated or otherwise, shall be subject to the rules and regulations of the charity.
13. The final decision on any applicant's suitability for an NHF trip rests with the medical advisors to the fund. Their decisions based on both the applicants suitability for the proposed trip and on the ability of the fund to provide a safe and enjoyable holiday to all participants.

(d) Success of the Charity

Since registration in 1988 the NHF has taken nearly 500 children on holiday to Orlando in the USA. Accompanied by carers and suitably qualified medical staff the team now has a level of expertise and experience that we believe is second to none in its field. The NHF is a well-established, professionally managed Charity with strong financial controls. **It is staffed and supported entirely by volunteers.**

(e) Funding Requirements

In the first ten years of the NHF's existence the average cost of each trip was maintained at approximately £25000. This was achieved as a result of contacts made in the USA, growing experience and financial management. In 2004 every aspect of the trip was booked independently, with the help of NHF USA. Despite spiralling airfare taxes, attraction ticket entrance costs and poor monetary exchange rate we have recently managed to keep the cost of each trip to £35000.

2. Background

The NHF began in the spring of 1987 as a dream of a group of like-minded professional people some of whom had wide experience gained in a similar charity. All were committed to developing the objects of the NHF in order to benefit sick and disabled children throughout the United Kingdom.

Trustees were sought and appointed, a trust deed was drawn up and the charity was registered with the Charity Commissioners in February 1988

A formal management structure was agreed, a comprehensive administrative structure was established and guidelines for the caring of the children who would benefit from the charity were established.

An independent medical advisory panel was appointed and the charities own code of practice further developed through experience gained.

The charity is fortunate to be able to draw on a large number of carefully selected helpers from the medical and other caring professions in order that the children receive the best of medical care and support whilst on holiday.

It is right to say that there have been no significant changes in the way the charity is run and managed since its establishment, which is indicative of the initial effort.

Income is raised primarily from grants, donations and receipts from fund raising events.

3. Main Service

To take chronically or terminally ill children and temporarily or permanently physically disabled children, accompanied by appropriately qualified carers and fully qualified medical staff, on a unique international adventure, primarily to Florida, USA.

In doing so parents, guardians and carers of those children have an opportunity to take a much needed respite, knowing their charges are having the best of care and continuity of medical attention while they are away from home. It also provides an opportunity to give extra or undivided attention to others in the family.

Each holiday is of two weeks duration with a group normally consisting of twelve children, each of whom is accompanied by a carer. In addition there is an experienced group leader, a qualified Doctor and a senior nurse. All of the groups are fully insured with the children being individually assessed.

4. Marketing Analysis

The National Holiday Fund is a registered charity dealing with health; welfare and respite care for children by providing holidays, primarily in Orlando, USA. In taking them on holiday the NHF is able to give something to children who are sick and/or physically disabled, and their families, over and above that which the National Health Service or Local Authorities provide.

It has active and committed supporters who not only raise funds but help in the caring of the children when they are on holiday in Florida. Many of those supporters of the NHF are professional people and involved in the provision of health care.

Fund raising in the short term arises from normal charitable events such as sponsorship; quiz nights, raffles, go-kart racing, golf days etc. Every new event that is taken on board is analysed to assess the impact on fund raising. No event will be attempted which might endanger life or which would harm the reputation of the charity and all events must be of benefit to, and enhance the good name of the NHF.

In the longer term appeals are made to Charitable Trusts, businesses, and organisations whose aims and interests are similar to the NHF. i.e. health and welfare.

5. Management

The NHF is managed and administered by trustees, officers and doctors. There are also representatives in the USA who are active within the charity and work very closely with the officers.

The trustees have the normal statutory responsibilities under the various acts of parliament as well as their powers under the NHF trust deed. They also have the responsibility of overseeing those who work on behalf of the charity, making sure that the charity acts in good faith, within the law, and seeks good professional advice whenever required.

The management consists of a Director and Director of the Holiday Division.

The Medical Panel consists of a Consultant and a General Practitioner. They are responsible for deciding if an applicant is able to take part in an NHF holiday. In confidence, they are given full medical histories of the children and their decision is final in deciding if a child meets the criteria of the NHF.

Once a child is accepted, and prior to departure, they are examined by their own GP, who is asked to certify that they are fit to fly.

6. Non Profit Corporation in USA

The National Holiday Fund of the United States Inc. (NHF-USA) was registered as a 501(c)(3) not for Profit Corporation in May 2002 and received tax-exempt status in February 2003. The NHF-USA, Articles of Incorporation vision and purpose were derived from the NHF's January 1988 Trust Deed, and we have in place a continuous information-sharing link. However in order to be fully eligible for, and to take full advantage of the IRS tax exemption status, while avoiding multiple levels of taxations and corporate filing regulations, NHF-USA was incorporated as a separate organisation from NHF.

NHF USA provides financial and logistical support to all NHF groups travelling to the USA.

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7. Finance Analysis

The guiding principles adopted from the very inception of the NHF have been:

- ◆ Transparency in all its financial operations
- ◆ Financial rectitude at all times
- ◆ Accurate and sound accounting
- ◆ Strong financial controls and systems
- ◆ Minimal administration expenses
- ◆ Adequate financial reserves

Our benchmark is to match (if not exceed) the standards expected from any nationally recognised and worthwhile charitable organisation. The NHF is proud of the way its financial affairs are handled and of the in-built safeguards, which are reviewed regularly, that protect everyone connected with the NHF.

From the first year of its existence the NHF has produced a full set of Annual Accounts that are available to anyone wishing to see them.

A full Annual Report and Accounts are submitted to the Charity Commissioners for their scrutiny each year.

Income arising to the NHF has over the years come from various sources including:

- a. Fund raising by long term supporters
- b. Donations from grant making bodies
- c. Donations from individuals including monies given in memory of people who recognised the value of the NHF during their lifetime
- d. Interest from accumulated cash reserves
- e. The occasional "windfall" receipt
- f. Gift Aid scheme
- g. Normal charitable fund-raising events

The value of individual donations and fund raising receipts has varied over the years. Occasionally the NHF has been very fortunate with a few large "windfall" donations but these can never be taken for granted and all planning has to be based on the assumption that no more will be received.

Happily the NHF has always been able to count on the continued help of many supporters. These supporters form the bedrock of the NHF and without them the NHF would be a mere shadow.

Grant making bodies have been generous over the years although there are signs that financial assistance from this quarter is declining.

8. Risks and Rewards

This is a medium to high-risk charity in that it sends seriously sick, often terminally ill children, and children with physical disabilities to the USA for a two-week holiday, albeit with adequate insurance, care and medical facilities.

The rewards in doing this are enormous for everyone connected with the NHF.

The joy, satisfaction and happiness experienced by the children, and their parents and guardians, is immeasurable.

The health enhancement of some of the children when returning from a holiday is difficult to judge but is most definitely a positive factor that has been commented upon by their parents and the doctors in immediate care of the children.

Respite for the carers, although unquantifiable, does have a positive effect on the children and carers alike judging by the comments the NHF have received from parents and carers after their children have returned.

9. Quotes from our 'Facebook' page

A grateful Child: -

“The NHF has given me hope, the strength and courage to keep going, and a reason to smile”

A grateful Parent: -

Cannot thank you all enough. This has been such an amazing experience for Caitlin. Her memories, I am sure, will last for a lifetime. She is soooo happy right now and surprisingly chilled. It is hard to put into words how special you all are and what a difference this trip has made, not only to Caitlin but to us back here in England whilst she was gone.

My other 2 children have not known time like it – when their choices, their needs and their wants came first and that's all because of The National Holiday Fund Charity. We will ALL have memories for a lifetime. I will be forever grateful. Thank you

10. Contact Us

For further information please visit our website at: -

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