



hospice^{UK}



Your guide to fundraising success



Dear Supporter,

Thank you for joining Team Hospice UK and for taking on a fundraising challenge for us. We think you are amazing!

Hospice UK is the national charity for hospice and palliative care. Working to ensure all adults and children living with a terminal or life shortening condition receive the care and support they need, when they need it.

You may have a number of reasons for deciding to take on your chosen challenge but whatever it is, you'll be helping us to ensure that everyone, no matter who they are, where they are or why they are ill, should receive the best possible care at the end of their life. No one should die in avoidable pain or suffering.

Right now, 1 in 4 families in the UK are not getting the expert and compassionate care they need to live as well as possible at the end of their lives. As a result, each year around 300,000 people are not being reached and so do not access the care they need. This is why your support has come at such a vital time! It is only with the commitment and generosity of supporters like you that we are able to continue our work.

Please have a good read of the pack to familiarise yourself on how your sponsorship can help you raise funds for Hospice UK. The guide features ideas on how to challenge yourself, a step-by-step guide on planning your fundraising events, suggested fundraising ideas and much more.

Remember, we are here every step of the way, so please do ask us for any advice during your fundraising journey. Most importantly, have fun, enjoy it and aim high in raising funds to change the future of hospice care!

With very best wishes,

Anna, Amy, Marie-Claire and Hannah
The Hospice UK Events Team



Charlotte's Story

Charlotte's Nan Gladys spent her final few days in the care of St Christopher's Hospice. Her cousin Jennifer was also cared for there after being diagnosed with stage IV metastatic melanoma. Jen was 28 years old when she passed away.

"Both Nan & Jen were given the most incredible care at St Christopher's Hospice in Sydenham they were treated with compassion, dignity & the love that they deserved. We could never express our thanks and gratitude to St Christopher's Hospice enough, and knowing how underfunded these remarkable places are I wanted to do something to give back.

My top fundraising events so far have been:

- Reverse trick or treating - pack some little bags of goodies sealed with a Hospice UK sticker, don your finest halloween outfit and deliver them to your neighbour.
- Bonfire night - we organised a community bonfire with cake sale which also had things like glow sticks and bracelets. Bobbing apples and hot chocolate went down a treat too.
- Memory ribbons - People made a donation and in return I wore a ribbon on race day with any name or dedication they wished.

#TeamHospiceUK should be changed to #FamilyHospiceUK. The support from the events team is superb. Not only are there regular emails but a Facebook group for participants so you can chat freely about fundraising and training. I have made some really good friends through representing Hospice UK at the London Marathon and nothing will ever take away the memories that I have been so lucky to have of the previous races.

Thank you Hospice UK for allowing me to raise funds and remember Nan and Jen in such a positive way - forever grateful."



Where your money goes

£100

could help...

someone who's struggling to care for a terminally ill relative find the support they need.

£500

could help us...

connect five people with terminal illness to others going through the same experience, helping them feel less alone.

£1,000

could help...

ensure your local hospice is joined up with its local health services, giving patients the care and support they deserve.

Matt's challenge advice

Matt's personal goal had always been to run an ultra-marathon and that is exactly what he did when he took part in the Isle of Wight Challenge:

"My grandmother was cared for at Garden House Hospice in Letchworth in 1996 and my Mother has volunteered for her local hospice for many years.

If you do something as mad as I did, the best advice I can offer is to take your event day preparation very seriously. I had a 6-month training plan and my preparation absolutely helped me to be successful on the day but to also enjoy the experience. Try to be organised, stick to your schedule and as you see your fundraising grow, it'll help you keep motivated.

Hospice UK were great - they published a short article on my efforts in their e-newsletter and were supportive and interested in what I was doing."

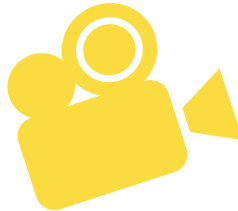


Top fundraising tips

Online giving sites can be a fantastic tool for raising sponsorship. They are simple to set up, easy to personalise and provide a secure way for your family and friends to donate directly to Hospice UK.

JustGiving and Enthuse both offer brilliant features and our top tips can help you to ensure that your page is looking its best!

- **Add photos and videos** - your family and friends will love to see you in a Hospice UK t-shirt, preparing for your challenge!
- **Set a fundraising target** - so that people know how much you're hoping to raise to support our work.
- **Make it personal** - why have you decided to take part in this event? How will you prepare? Why is hospice care important to you? What does the support of your family and friends mean to you? Be passionate!
- **Update your page regularly** - let your family and friends know how you're getting on.
- **Add the money you've raised offline** - so that you can track your fundraising progress.
- **Tell everyone about your page** - don't be afraid to ask people for their support, and be prepared to keep reminding them!



- **Use social media to spread the word** - Post about your activity on as many social media platforms as possible. Don't be afraid to keep updating people about your fundraising event - as some will need that extra reminder! Ask your friends, family and colleagues to share or retweet your posts amongst their own networks too.
- **Get your local media involved** - We can help you promote your fundraising efforts in your local media. Find your local papers contact details in your newspaper and online and get in touch with us so we can send you our press release template.
- **Hospice UK 'in aid of' logo** - For any digital or printed promotional materials of your fundraising, please use our 'in aid of logo' as this is different from our main charity logo. It makes it clear that you're fundraising in aid of Hospice UK, but that you don't directly represent the charity.
- **Keep fundraising after your event** - around 20% of donations for events come in after the day of the event.



Fundraising through social media

Facebook fundraisers

Facebook fundraisers are an easy way to let all your friends know you're taking on a new challenge and asking them to donate directly to Hospice UK. To set up your fundraiser, log in to your Facebook account before following these steps:

1. Select Fundraisers
2. Click start a fundraiser
3. Select Hospice UK
4. Set a target of how much you want to raise
5. Tell your friends and family why you want to support us
6. Pick a cover photo for your fundraiser
7. Click create
8. Invite your friends

Instagram donation stickers

Instagram stories now lets you share add a donation sticker to your stories, so that you can help maximise your fundraising by asking for donations with each photo update you share. Don't forget - stories disappear after 24 hours so if you want to save them, you'll need to create a stories highlight to look back on.

To start adding donations stickers to your stories, log in to your Instagram account before following these steps:

1. Tap on your stories button
2. Upload the photo or update you would like to share
3. Tap the stick button in the top right hand corner (or you can swipe up)
4. Scroll down to the purple donation button
5. Search for Hospice UK
6. Add the sticker to your story

Social media is a great way of spreading the word about your fundraising beyond your own networks. Ask your contact to share your posts and use relevant hashtags. Don't forget to always include your fundraising page link in all of your posts and tag Hospice UK so we can celebrate you!

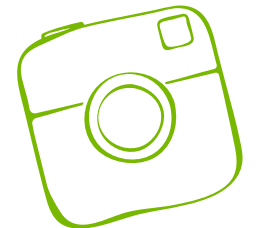
Where to find Hospice UK on social media:

Facebook and LinkedIn: @Hospice UK

Instagram: @Hospice_UK


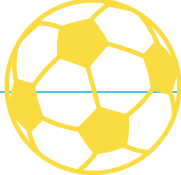
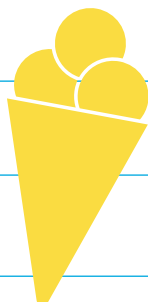

Twitter: @HospiceUK

#HospiceUK #TeamHospiceUK #HospiceHeroes



A - Z: Fundraising ideas

Stuck for ideas? Don't panic, there are lots of activities and events that you could do to help you to reach your fundraising target. If you need any advice or would like to talk your idea through, simply get in touch.

A	Auction of promises	Aerob-a-thon	Abseil	A close shave	
B	Bad tie day	Baby photo competition	Book sale	BBQ	
C	Car wash	Company contacts	Children's fun day	Collections	
D	Dog walking	Dress down day	Dinner and dance	Dodgeball competition	
E	Ebay selling	Eighties night	Egg and spoon race		
F	Football kit day	Fetes, fairs and festivals	Five-a-side tournament		
G	Games night	Garden party	Guess the number	Greek-themed night	
H	Hula-hoop competition	Head and tails auction	Highland games		
I	International food evening	Ironing	Ice-cream eating contest		
J	Jelly-eating contest	Jazz night	Jenga		
K	Karaoke evening	Knockout darts tournament			



L	Lunch party	Laser Quest	Line dancing	
M	Movie night	Matched donation		
N	Nearly new sale	Netball tournament		
O	Open mic night	Obstacle course		
P	Photo competition	Plant sale		
Q	Quiz 'n' chips	Queue-busting bag pack		
R	Raffle	Rock 'n' roll event	Race night	
S	Sponsored activities	Salsa	Sports events	
T	Tea party	Treasure hunt	Team challenges	
U	Uno contest	Under-the-sea themed party		
V	Valentine's Ball	Volleyball tournament		
W	Wacky welly day	Wii games night	Wellness evening	
X	X Factor-style competition	X-marks-the-spot treasure hunt		
Y	Yellow-themed party	Yo-yo competition		
Z	Zumbathon	Zombie movie marathon		

Jessie's Story

Jessie's mum was diagnosed with stage four uterine cancer just after her 49th birthday. Jessie and her siblings decided to take on a different kind of challenge for Hospice UK after their mother's passing.

"As chemotherapy commenced for mum, so did the hair loss. It started with a few strands on the hairbrush but quickly ramped up until small bald patches showed and the first headscarf was donned. Mum had made us promise that we would tell her when it was time to shave her hair off. The time came and tears fell as the clippers buzzed into action but she still looked as beautiful as ever.

Mum was referred to a hospice just three days before she died but she received expert palliative care when she was at her most vulnerable - we all did.

It made sense to shave our hair off to raise money for Hospice UK. Not just to show solidarity to our Mum and everyone else that has to say goodbye to their locks but to play a part in making sure that everyone with a life limiting illness has the chance to live their lives to the full!"



Eco friendly fundraising

Follow these five simple sustainable fundraising tips to help raise maximum funds whilst minimising environmental damage.

1. The four R's

The four R's stand for; Refuse, Reduce, Reuse and Recycle. Why not swap, make, or buy second hand? If you don't need to buy new decorations, go for ones that can be recycled.

2. Plastic is not fantastic

Encourage people to bring reusable water bottles, coffee cups and their own tote bags to limit the amount of single use plastic at your events.

3. Eliminate food waste

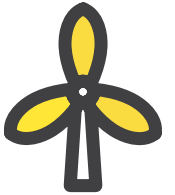
Food production contributes greatly to climate change and biodiversity loss. Simple things like offering plant-based catering and buying sustainable products (check the labels!) can help with this. Buying only what you need for your event will also help to reduce food waste.

4. Go paperless

Use social media such as Facebook, Instagram and LinkedIn to promote your event and change paper invitations for email or text.

5. Cut your carbon footprint

Chose a location that will be easily accessible via public transport, cycling or walking to reduce the carbon emission from car usage.



Keeping your fundraising safe

We want everyone who raises funds for Hospice UK to have a great time, but we also want them to be safe. We know this is important to you too which is why we're on hand to advise you about health, safety and safeguarding ahead of a fundraising event or activity.

Simply pick up the phone! You can also get advice from your local council, police force or on the HSE website.

Here are our top tips for keeping your fundraising safe and legal:

Risk assessment: A risk assessment is nothing more than a careful examination of what could potentially cause harm to people. We'd advise you to complete a risk assessment early on in your planning, to ensure that you have proper plans in place to keep people safe.

Insurance: Whilst we appreciate your support, Hospice UK cannot accept liability for any fundraising activity or event you undertake on our behalf. As an event organiser, you're responsible for ensuring that your fundraising event complies with the law. If your event is open to members of the public, you may need to consider arranging public liability insurance, which will protect you against claims made by third parties for injury or property damage.

Children: Of course children should be allowed to enjoy fundraising events too! However they should have permission from a parent or guardian before taking part, and should be properly supervised throughout.

Food, drink and entertainment: If you'll be serving food at your event, it's important that you consider the Food Standards Agency's guidance regarding food hygiene. You may need a license if there will be music or entertainment at your event, or if you plan on selling alcohol.

Collections: You'll need a license issued by your local authority if you intend to collect funds on the street, in any public place or to go from door-to-door. If you want to collect on private property, you should get written permission from the owner of the premises.

Raffles, lotteries and prize draws: There are strict legal requirements about the organisation of raffles, lotteries and prize draws. It's perfectly legal to hold a raffle at your place of work or for a group of friends, and you can also sell raffle tickets at a fundraising event, providing the raffle will be drawn the same day. However, if you've got another type of raffle, lottery or prize draw, we would advise that you seek further advice.

Returning your sponsorship

Thank you for your fantastic fundraising efforts! The money that you've raised will enable us to continue to support hospices across the UK, helping them to provide the best care for patients and their families.

If you've been raising funds online

If you have been raising your sponsorship online through JustGiving, Enthuse or Facebook then you can sit back and relax as Hospice UK will receive your donations directly fortnightly.

Your fundraising page is likely to close shortly after your event. To extend the life of your fundraising page, simply log in to your account and edit your preferences to give you a little more time if you need to do a final fundraising push!

If you've collected money in cash:

If you've collected any of your sponsorship money in cash, you can:

- Request a paying-in slip and can pay the money in at your local Natwest or RBS branch.
- Transfer your sponsorship money directly into Hospice UK's bank account. Our account details are:

Account name: Hospice UK

Account number: 02792524

Sort code: 18-00-02

Please be sure to use the payment reference **YOUR SURNAME - YOUR EVENT** so that we know that the money is from you!

If you've collected CAF vouchers or cheques

Please ensure that all cheques and CAF vouchers are made payable to HOSPICE UK and send them to: Hospice UK, 34-44 Britannia Street, London WC1X 9JG. Don't forget to include a note so that we know that the donations are from you! We recommend that you use registered post when sending cheques and CAF vouchers.

Final reminder...

- **Don't forget to send your sponsor forms to Hospice UK, so that we can claim Gift Aid on eligible sponsorship donations.**
- **Many companies support their employees by offering matched funding. Get in touch if your employer would like to make a donation to support your fundraising efforts!**

We're here to help

Please don't hesitate to get in touch if you need any additional information or support. We look forward to hearing from you!

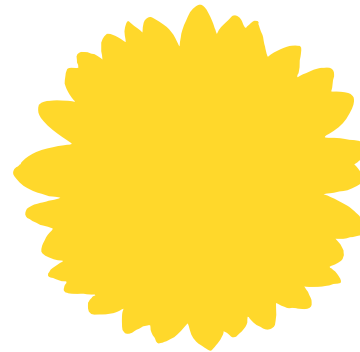
Hospice UK Events Team

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Once again, thank you for choosing to fundraise in aid of Hospice UK.