



Get involved! Help us Fundraise



Your "how to" guide

Thank you so much for your interest in fundraising for Hospice in the Weald!

Our success is dependent on the kindness of our supporters who help us to raise the £5million we need each and every year to provide individually tailored care. The money you raise will help us continue to provide care free of charge to patients with life-limiting illnesses, their carers and families.

This pack will help you to plan your event or activity and has everything you need to get started.

It is split into the following sections:

1. All about us
2. A few ideas to get you started!
3. Planning and organising
4. Raising the money
5. Publicity
6. Keeping safe and legal
7. After the event
8. Other ways to support Hospice in the Weald
9. Your money does so much good!

If you have any questions please contact us, we will be very happy to answer them. You can also visit our website (www.hospiceintheweald.org.uk) which has lots of useful information about the Hospice and the work we do.

Thank you again for your support

Hospice in the Weald Fundraising Team

For more information please contact

Hayley Brown on 01892 820502 / hayley.brown@hospiceintheweald.org.uk

1. All about us

Our services include a 17 bed In-Patient Unit; Day Therapy Centre offering a range of treatments and complementary therapies; a new Hospice in the Home service, a Counselling Support Service; Lymphoedema Clinics and a specialist centre for Education, Learning & Development. All our services and activities are supported by a skilled and dedicated team of volunteers.

We strive to ensure that the community we serve has access to compassionate, individualised, holistic and supportive care for all patients with life-limiting illnesses, their carers and families.



Did you know?

- We are not part of the NHS
- 50% of our patients admitted to the Hospice In-Patient unit are discharged and go home
- Our Hospice care is about positivity and emphasising the quality of life for our patients
- Our Hospice provides: physical, social, emotional and spiritual care to patients, carers and families
- Hospice in the Weald cares for people with other conditions, not just cancer
- We care for patients across a very wide age range. Many are under 40
- We are a local charity rooted in our community – not part of the NHS

2. A few ideas to get you started!

Get selling! Hold a bring and buy sale, cake sale or auction of promises.

Have some friends round for tea and cake, a dinner party, or film night.

Try something silly like a doughnut eating contest or jelly-welly race.

Get musical - a talent contest, carol singing evening or karaoke competition.

Have a party - a fancy dress party, BBQ or disco.

Get people thinking with a quiz or murder mystery night.

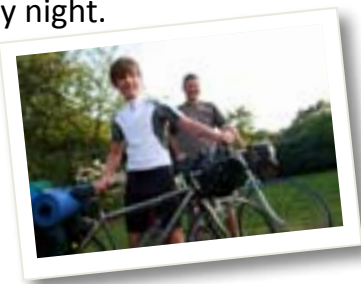
Do something sporty - hold a sports tournament, cross country walk/run or swimming gala.

Organise events within events – why not hold a raffle at your party or an auction at your sports tournament?

Sponsored anything – from abseils and marathons to sleepovers and weight loss.

For the adults - a swear box, chest/leg wax, beer or wine tasting or food hamper raffle.

Something for kids - a treasure hunt, picnic for teddies, pet show or three legged race.



3. Planning and organising

Decide what you are going to do and please make sure you let us know about any sort of fundraising you are planning.

Choose a date and time – make sure it doesn't clash with anything happening nationally (eg Comic Relief) or locally.



Set deadlines – ensure that you have enough time to get everything ready. Don't be afraid to ask friends and family for help.

Choose a suitable venue – let them know it's for charity as they might give you the venue at a discount or for free.

Sponsors – you may be able to get a venue or prizes donated.



Your budget – set a realistic income target that makes sure your costs are covered.

Promotion – use everything available to let people know about your event/activity. See our Publicity section for more ideas.

More information to help you:

www.hospiceintheweald.org.uk

www.thisiskent.co.uk/contact.html

http://www.kentnews.co.uk/p_13/Contact_Us

www.how2fundraise.org

<http://uk.virginmoneygiving.com/giving>

www.justgiving.com

www.hmrc.gov.uk/charities

www.institute-of-fundraising.org.uk/About+Fundraising/information

<http://www.medix.org.uk>

<http://www.sja.org.uk/sja/what-we-do/event-first-aid-cover.aspx>



4. Raising the money

Employer Match Funding - Check whether your employer runs a matched funding scheme. Many companies offer to match any fundraising done by an employee. This is an easy way to double the money you have raised!

Online fundraising - VirginMoneyGiving and JustGiving are easy to use websites where you can put details of your fundraising and target. This is an easy and efficient way to collect money.

Charge for tickets or entry - Work out what the event costs will be and then set your ticket price to fit in with your target amount. Unfortunately we can't sell tickets for your event as we can't sell tickets on behalf of the organiser of a third party event. Don't let that put you off, contact us today!

Gift Aid - Anyone who is a tax payer making a donation or sponsoring you can Gift Aid it. If they tick the Gift Aid box and provide their full home address we can claim back 25p for every £1 they donate.

Sponsorship forms - A template is available to download from our website that you can personalise. Once you have collected the money you need to send it in to us with the form.

Money tip! If possible it is always best to collect any money before the event as trying to get it after the event can sometimes be slower and a bit harder.



5. Publicity

Let us know - We may be able to promote you through our website, shops and our newsletter events list.

Family, friends and colleagues - ask them to spread the word about your event.

Getting the details right - Make sure any publicity you do says what you are doing, where, the time and date, prices, contact details, where the event is and that you are doing it for Hospice in the Weald!



Social Media - Use Facebook and Twitter to let your friends know what you're up to and why you are doing it. This is an easy way to send people links to your JustGiving page. You can also post on Hospice in the Weald's Facebook or Twitter page.

Local newspapers and magazines - contact your local paper and magazines to get your event in their What's On pages. Also send details to community and church newsletters. We can provide a press release template if you need one.



Putting up your posters - Go in to the shops, pubs, tourist information centres, libraries, work places etc in your area and ask if they can put up a poster to help publicise your event.

Photos - Make sure you take lots of photos on the day to send to local press and to us, so we can see all the fun you had!



6. Keeping safe and legal

Charity details - All publicity materials need to state that you are “raising money for Hospice in the Weald” and have to have our “Registered Charity Number 280276” listed somewhere. We can also give you our logo to use and if necessary a formal letter giving you authority to fundraise for us.

Collections - It is illegal to carry out door to door or street collections without a licence. If you would like to help at a Hospice in the Weald organised street collection please contact us on event@hospiceintheweald.org.uk or call 01892 820533.



Risk Assessment - Some of the points to consider are: possible accidents, heavy lifting and fire exits. We can provide a template Risk Assessment form if you wish for you to fill in.

Insurance - Whilst we really appreciate your support, we can't accept liability for any fundraising activity of event held to raise funds for us. Check that the venue's public liability insurance covers you in the event of a claim.

Licences - Check with your local authority whether or not you need any special licences. For example public entertainment or alcohol licence.

Raffles and Lotteries - Public lotteries and raffles have to be licensed by the local authority by their licensing department. Private lotteries, for example held and drawn inside a workplace or to members of a club, do not need to be registered.

Contact your local authority to discuss the type of raffle you plan to hold in order to stay compliant.

- Any raffles and lotteries organised cannot be entered by anyone under the age of 16.



First Aid - Consider if you will need first aid cover for your event. Medix and St John's Ambulance provide these services.

Handling money - You need to make sure that there are always two people present when counting money and moving it. If it is dark, ask the venue if they can store the money in their safe overnight and two people collect it the next day.

7. After the event

Thanking - After your event don't forget to thank the people that supported you at any stage and let them know how you did with your fundraising. Sometimes this can prompt another donation!



Send the story to the local press with any photos from the day. This is a chance to thank everyone and let them know how much you raised.

Send us the money - You can drop it into any of our Hospice shops or send us a cheque made payable to Hospice in the Weald. If you have a VirginMoneyGiving or JustGiving page you don't need to worry, they send us the money directly.

Encourage others to fundraise too!
Now you have seen how easy it is to fundraise for us please encourage others to do something too. We rely on the support of our community and can never have too many people fundraising for us!



You are now ready to plan your next event...

8. Other ways to support Hospice in the Weald

Hospice Weekly Lottery - join to support your local Hospice and have the chance to win £1000.

Become a Regular Giver - every donation, however small, makes a big difference.

A gift in your will - a very special and lasting form of support.

Volunteer at the Hospice or in one of our 15 shops.

Friends group - join or set up one in your area.

Become a Fundraising Volunteer - help at one of our events or in the office.

Help at street or store collections - 1 hour of your time can make a big difference.

Payroll Giving - a tax efficient way to give regularly.

Take part in a Hospice in the Weald event - we have lots of events throughout the year. There is something for everyone!



9. How your money helps

£5

Buys enough needles and syringes for our syringe drivers to provide 4 days continuous pain relief for a patient.



£10

Essential oils for the aromaflow on our In-Patient Unit for 1 month. This provides a relaxing and calming atmosphere for patients.

£50

Items for creative therapies in our Day Therapy Centre, giving patients the chance to tell the stories that matter through an art form of their choice.

£100

3 complementary therapy treatments which are available to our patients, their carers and families.

£500

Provides 24 hour medical care for a weekend to a patient at the end of their life.



£1000

A Rise Recliner Chair for our In-Patient Unit. These help patients in to comfortable, supportive positions, to stand up or lie down as if on a bed.

For more information please contact

Hayley Brown on 01892 820502 / hayley.brown@hospiceintheweald.org.uk

Thank you

Your support makes a massive difference!



“I come here and I don't feel old, I don't feel ill. I look forward to coming every week.”

Quote from a Day Therapy Centre Patient

Find us on Facebook
or follow us on
twitter @hospiceweald

“They look at things a try and be a bit preventative with things that could happen at home. We are very luck to have these people we can contact and they are all such wonderful people.”

Quote from a relative of a patient

“It was a home from home with the benefits of a hospital but a more pleasant place to stay. They made us realise that no matter what you wanted to talk about they were there. They've never lost interest. They've never stopped caring, which is astonishing.”

Quote from a relative of a patient

“I've run out of treatment so I'm here to enjoy life – what's left of it. None of us wants to spend our last months miserable!”

Quote from a patient

Text-to-Give: text HITW11 to 70070 to donate now

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