



*Celebrating Life,  
Dignifying Death*

# Your Fundraising Guide





Your support could help ensure that Hospice in the Weald will always be available to care for you and your loved ones at the end of life.

#### BOOKLET GUIDE:

Organising your own event? Get inspired on [pages 4 & 5](#).

See [page 9](#) for what you need to do after your fundraising.

Details of how to plan and promote your event can be found on [pages 6,7 & 8](#).

Would rather take part in an organised event than plan your own? Go to [pages 10 & 11](#).

# Thank you

Thank you for choosing to fundraise for Hospice in the Weald. We are so grateful for your support.

Each year the Hospice supports over 6,000 people. We strive to offer compassionate, individualised, holistic and supportive care to patients, families and their carers, aiming to ensure that whatever the circumstances, we celebrate life and dignify death.

We are not part of the NHS and rely on the support of the local community to help us reach the £7 million we need every year to fund our vital services.

Your fundraising will allow patients with a terminal illness, their families and carers to access our services completely free of charge. We couldn't do it without you. Thank you once again for your support.

## We are here to help

This fundraising pack contains everything you need to get started and make your fundraising a success. Should you have any questions about this information or if you need advice, please call Kathryn Cracknell, Relationship Fundraising Coordinator.

**CALL**  
01892 820533

**EMAIL**  
[kathryn.cracknell@hospiceintheweald.org.uk](mailto:kathryn.cracknell@hospiceintheweald.org.uk)



HEAR FROM A SUPPORTER:

**Bev Sulway**



My first contact with the Hospice was when the wonderful nurses from the Hospice in the Home team came to visit my mother. They would arrive smiling and caring and always brightening up the day. Their level of care, knowledge and support for my mother, my sister and I was truly invaluable in those emotionally difficult days, and we will be forever grateful.



# Get inspired

There are many ways that you can fundraise for Hospice in the Weald. Here are a couple of popular ideas to get you started or you can choose your own idea.



## Hold a bake sale

Why not organise a bake sale? Everyone loves a tasty cake. You can hold a bake sale at work, school or at home and you can even have your own bake off. Make sure you ask for donations in exchange for your treats.



## Quizzical

Quiz nights take place across the UK throughout the year. You can choose to get involved in an existing quiz night to see if it can be organised in aid of Hospice in the Weald, or why not organise your own?



## Brave the shave

Whether it is your beard, moustache or the hair on your head, make a statement with a new look whilst supporting Hospice in the Weald. Ask friends and family to sponsor you for your bravery.



## Get green

Organise a day for everyone to wear green. You can dress head to toe in green, dye your hair, or simply put on your best green tie. Ask for a small donation from all those who take part.

### Other popular ideas you may wish to do are:

- Sponsored walk
- Afternoon tea
- Games night
- Football 5 a side
- Karaoke night
- Coffee morning
- Fancy dress day
- Girls night in

Further inspiration and suggestions can be found on our website at [www.hospiceintheweald.org.uk/fundraising](http://www.hospiceintheweald.org.uk/fundraising)

# Planning & promotion

Good planning will help make your event a fantastic fundraiser. Do think about how much time and effort you can spend on planning your event. Remember your fundraising efforts will help Hospice in the Weald continue to be there for those who need our services, now and in the future.



## Budget

Try to keep your costs as low as possible. Make sure you tell any suppliers, venues and other services involved what you are doing and why. They may offer a charity discount or be able to donate gifts or prizes for your activity. Track your budget and record your costs. This will help you identify how much money you should expect to raise from your hard work.



## Ask for help

Support from others can help make your fundraising event an even greater success. Make sure to ask friends and family for support. If you know someone who has a particular skill, then ask for help and utilise this, for example, a cake maker, florist or a designer.



## Choose your idea

If this is your first event, make sure you start with something simple. Your idea should be an activity that you enjoy or something that you are good at. Ideas of what you could do can be seen on the previous page.



## Date and location

When picking your date make sure you allow plenty of time to prepare. It is also worth checking that there are no national or regional events that clash, for example, the FA cup final!



Remember we are here to help too. If you are unsure about your planning and promotion, then please contact Kathryn Cracknell.

**KATHRYN CRACKNELL**  
Relationship Fundraising Coordinator

01892 820533

[kathryn.cracknell@hospiceintheweald.org.uk](mailto:kathryn.cracknell@hospiceintheweald.org.uk)



## Spread the word

Make sure you ask people to save the date for your event as soon as possible. You can also send a reminder out nearer the time.

Set up an online Fundraising page at [www.justgiving.com/wealdhospice](http://www.justgiving.com/wealdhospice) to direct your contacts to. You can update the page regularly with information about your activity and how preparation and planning is going. Don't be afraid to share your progress so people can feel involved.

Whether you use Facebook, Twitter, Instagram or other social media channels, be sure to use these to promote your fundraising. Use photos and videos where possible as this is a great way to engage friends, family and the local community. You can also put up posters. Use one of our template posters from our website to promote your activity locally.

[www.hospiceintheweald.org.uk/fundraise](http://www.hospiceintheweald.org.uk/fundraise)



HEAR FROM A SUPPORTER:

**Karen Webb**



15 years ago we lost our Dad to cancer. The Hospice was there for him and us as a family every step of the way. After 15 years without Dad we thought why not hike up Scafell Pike for the Hospice. The route was tough and the weather closed in but as we made it to the top the clouds parted just enough to get a view. We sat and took a moment to remember why we had done it, and felt a great sense of achievement knowing we had raised some money for the place we depended on so much at an awful time of our lives.

*We will forever be grateful.*



## Paying in the money that you've raised

Once your event is finished it is time to sort the pennies and pay your money to the Hospice.

### PAY BY CARD

Visit [hospiceintheweald.org.uk](http://hospiceintheweald.org.uk) to pay via our website or contact Ewan Tuohy, Relationship Fundraising Manager on **01892 820 533**

### PAY BY CHEQUE

Please send cheques made payable to 'Hospice in the Weald' to Hospice in the Weald, Maidstone Road, Pembury, Tunbridge Wells, Kent, TN2 4TA

### PAY IN CASH

You can pay your money in at your high street bank or make a bank transfer. Opposite are our bank details. Remember to let us know once you have paid in your donation so that we can thank you. Please do not send cash to us in the post.

#### Lloyds Bank

Account No: 07160154

Sort Code: 30-98-77

You could also pop in to the Hospice. We are always delighted to meet our supporters.

### ONLINE SPONSORSHIP

If you have raised money online for Hospice in the Weald then funds will come straight to us.

Gift aid is so important to Hospice in the Weald as it means we can claim an extra 25 pence in every £1 you raise at no cost to you. Please ask your sponsors to tick the Gift Aid if they are eligible and to complete their details on the sponsorship form in full.

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## ? Choose your own challenge

Run, cycle, walk or trek for the Hospice by taking part in a challenge of your choice. Choose your event and make sure to ask friend and family to sponsor you.



## Take part in a Hospice event

If you are not keen to organise your own fundraising you can always take part in one of our organised events. Details of events coming up can be found on our website.



## Get your school, club or business involved

Could you organise a fundraising event at your school, club or business? Maybe there is an existing event that you could work with or make even better. We have more ideas and downloadable materials on our website for your activity.



HEAR FROM A SUPPORTER:

**Harry Baker**

I chose to support Hospice in the Weald after they took care of my cousin. He was a patient in the Hospice for several weeks before he unfortunately passed. I wanted to give something back to them for what they do.

I took part in a skydive and fundraised for the charity mainly through social media and word of mouth. I was able to explain to my contacts all the amazing things Hospice in the Weald do and how even the smallest donation could help make a difference to so many families.



# Thank you



You support will help us to raise the £7 million we need each year to support patients, families and carers in your local community.



Hospice in the Weald, Maidstone Road,  
Pembury, Tunbridge Wells, Kent, TN2 4TA

[www.hospiceintheweald.org.uk/fundraising](http://www.hospiceintheweald.org.uk/fundraising)

Registered Charity No. 280276

