

**HOSPICE
IN THE WEALD**

*Celebrating Life,
Dignifying Death*



Fundraising Guide

All you need for your fundraising journey

Thank you



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

Every day, our team of staff and volunteers at Hospice in the Weald work hard to make sure that our community can access our care whenever they need it, and in a way that feels right for them – whether that's at home, in the community, or in our buildings in Pembury and Five Ashes.

Every day, we have to raise £13,123 to be there for everyone who needs us – and our care is always free.

No matter what stage of fundraising you're at we are here to help. You are off to a great start by picking up this Fundraising Guide. We hope to answer all your questions and point you in the direction of people who can help you overcome any hurdles you may face.

If you need us, you can call the Fundraising Team on **01892 820533** or by email **fundraising@hospiceintheweald.org.uk**



Meet our Ambassadors

Mary Lovegrove

“

The care that my late husband received from the Hospice enabled him to spend his last few days in peace and dignity. As a family, we all benefitted from this care and cannot thank the Hospice enough for all the support they gave us. I decided that I wanted to give something back to the Hospice, so decided to host a fundraising event.

It is such an honour to be invited by the Hospice to be one of their Ambassadors, continue to promote the work that the Hospice does, and to support fundraising events.

”



Marion Sales

“

I lost my mum at the end of 2021. After her diagnosis she was cared for at home by her family with the support of the Outreach Team at Hospice in the Weald.

I promised my mum I would repay the care and help we received.

I am passionate about raising awareness of the brilliant work that Hospice in the Weald delivers by engaging with people, talking about the importance of the work we do and the services we offer to everyone. Equally important is talking to businesses, community groups and individuals to help them raise money to fund our services.

”



You can invite an Ambassador like Mary or Marion along to one of your events if you have a large number of people attending and think they would like to know more about the impact of their donation.

Ready... Set ... Fundraise

Get ready to make a real impact with your Fundraising

There are so many ways to fundraise for the Hospice, whether it's taking on a new challenge, baking up a storm in the kitchen, or taking part in a Hospice event.

Here are a few key elements that will help you reach your targets.

And remember, whether you raise £2, £20, or £2000, every penny counts.



Start with a clear plan about what you are going to do, who will be involved and how it will raise money.



If you'll be asking for sponsorship, the best way to kick-start your fundraising is to set up an **online giving page**. This is simply a digital sponsorship form that makes it easy for you to spread the word about your fundraiser and for your supporters to donate.

We recommend **Enthuse** or **JustGiving**.



enthuse

JustGiving®



Share your plans far and wide with everyone you know, through social media (don't forget to tag us!), in person, via emails, messages and at events.



Don't forget to ask your employer or local businesses to sponsor you, donate prizes or offer match-funding.

How your fundraising helps

- ▶ £10 Could help to fund a bed in our in-patient ward for 1 hour
- ▶ £18 Could go towards a counselling session to help someone deal with bereavement
- ▶ £242 A bed on our own in-patient ward for 24 hours
- ▶ £2870 Is needed per patient who is supported by our Hospice Outreach Team

Stuck for inspiration?

Don't worry we have lot of ideas that you can choose from and make your own



Get seasonal

Why not embrace the occasion and hold a season specific event... a Christmas, Easter or Halloween party and charge people to attend. Make it fancy dress and have a prize for the best dressed.

Make it all about the food

Arrange a coffee morning, afternoon tea, wine & cheese night or even a cocktail & canape evening – invite friends, colleagues and family to join you in exchange for a donation.

Host a quiz or games night

Suitable for small or large groups, don't forget a prize for the winners. Bingo is a great idea, and all the family can join in. Or you could ask your local pub to hold a quiz night and ask your friends to take it in turns to host.



Sponsored walk

Walk alone or with friends. This is a great challenge that can be adapted to suit all levels of fitness and there are so many beautiful places to walk around Kent and Sussex. To find your walking route, Visit [Walks in Kent & Sussex](#). Don't forget to take along your furry four-legged friends.

Teddy bears picnic

Get the kids involved and ask for a donation for every teddy bear that attends. Why not go to Ashdown Forest, the legendary Hundred Acre Wood, follow Winnie the Pooh's footsteps and find Pooh Sticks Bridge.

Brave the shave

Are you brave enough? Get your friends and colleagues to sponsor you. Make sure you share your photos, we'd love to see the new look.



Why not fundraise for the Hospice through gaming and streaming?

Whether you love to play Super Mario or League of Legends or you enjoy streaming your favourite hobby, bring your community together to fundraise for the Hospice.

Please remember

giftaid it



Lottery & Raffles

If you are planning any type of lottery or raffle, please be aware that there are rules about what you can do. The Gambling Commission publishes useful guidance on lotteries at:

www.gamblingcommission.gov.uk

Before holding a lottery or raffle, please speak to your local authority licensing team or contact us for more information.



Gift Aid

Don't forget to Gift Aid it! Your donations to Hospice in the Weald could be worth 25% more, at no cost to you!

Gift Aid can be applied to any donation made directly by a UK taxpayer, if the amount donated does not exceed the amount of tax paid within that financial year. If you are collecting donations or sponsorship, please encourage supporters who are taxpayers to tick the Gift Aid box on your sponsorship form and collect their full name and address. If you are a UK Tax Payer, Gift Aid cannot be claimed in your name on donations collected from others. Gift Aid should not be claimed when making a donation in return for tickets (raffles, events and auctions) or goods and services, this is because they are not 'freewill' gifts - you are getting something in return for your donation.

Paying in your fundraising

Once your event has finished, it's time to send in your donations. There are several ways you can do this.



Pay by card

Visit www.hospiceintheweald.org.uk
Click the 'make a donation' button and complete the form, don't forget to let us know what you did and what inspired you!



Pay via bank transfer

Bank Name: Lloyds Bank
Account Name: Hospice in the Weald
Account Number: 07160154
Sort Code: 30-98-77
IBAN Number: GB56 LOYD 3098 7707 1601 54

If you make a bank transfer, please include your name in the reference box and email us on Fundraising@hospiceintheweald.org.uk to let us know to expect your donation.



Pay by cheque

Please send a cheque payable to **'Hospice in the Weald'** to:

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

Do drop in!



We always love meeting our fundraisers, so why not bring your money into the Hospice reception at Pembury, and whilst you are there why not have your photo taken handing over your donation.





Thank you

and good luck in all your fundraising!

Your support will help to raise the £8 million we need each year.

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www.hospiceintheweald.org.uk/fundraising



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