



St. Richard's
Hospice

CARING FOR LIFE



Your *Fun*draising Guide

www.strichards.org.uk

Tel: 01905 763 963

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St Richard's Hospice, Wildwood Drive, Worcester WR5 2QT

Registered charity number 515668

Registered company number 01850502



Registered with
FUNDRAISING
REGULATOR



Thank you so much for deciding to fundraise for St Richard's Hospice.

Fundraising events are not only great fun but also essential for the future of St Richard's Hospice. In this guide, you'll find everything you need to help you.

Whether you're planning on fundraising alone, with friends or family, at school, at work or as part of a group, remember:

- Do it right** This pack will give you advice to make your activity a success.
- Ask for help** If you have any questions, need help, or just want someone to bounce ideas off, please get in touch.
- Have fun** Enthusiasm is infectious and it will encourage others to donate

Thank you!

The fundraising team
St Richard's Hospice




St. Richard's Hospice

CARING FOR LIFE

St Richard's Hospice provides free specialist palliative and end of life care for patients living with life-limiting illnesses and supports their loved ones.

Each year the hospice team supports more than 3,000 patients, family members and bereaved people in Worcestershire.

The hospice strives to provide the best medical, practical, emotional and social support they can to help people live life to the fullest, as independently as they can, for as long as they can. They care for people with a range of illnesses including heart failure, Parkinson's, and motor neurone disease as well as cancer.

Getting started



Decide what to do:

Decide what you'd like to do – check out page 6 for inspiration if you're stuck.



Set location and time:

Decide when and where it's going to take place. If you need to book a venue, it's worth checking availability, capacity, toilet facilities and things like access and parking, and if you mention that you're fundraising for St Richard's, you may be able to secure the venue for free or at a reduced rate. Don't be afraid to ask!



Set your budget:

The aim is to raise funds for St Richard's Hospice, so prepare a budget and stick to it as you can then raise as much as possible!



Set a target:

Let everyone know your target and how the donated money will help St Richard's Hospice.



Set up a JustGiving page:

It only takes a minute to set up a personalised JustGiving page, which is quick and easy to share with friends. Visit: www.justgiving.com/strichards to get started.



Spread the word:

Tell friends, family and colleagues that you're raising money for St Richard's Hospice. We can help with press release templates for local papers and we can create posters and flyers for you.



Fundraising materials:

We can provide banners, T-shirts, collection boxes/buckets, balloons, stickers, sponsorship forms, posters, leaflets and more.



It costs £15,841 to fund all our hospice services for one day. This is how your support makes a real difference:

£12.11 could pay for a patient to receive one Complementary Therapy treatment

£1791 will fund a Hospice at Home Healthcare Assistant for a month*

£110 could pay for a Counsellor for a day*

£149 would completely stock the drinks trolley in Day Hospice, offering a range of alcoholic and non-alcoholic treats

£446 will pay for a patient to receive specialist care in our In-Patient Unit for one day

*(this is the full cost of employing a member of staff and all on-costs.)

Fundraising ideas

We are always amazed at how many original fundraising ideas people come up with! However, if you're stuck for ideas, here are a few to get you thinking...

My dearly loved husband passed away in St Richard's after he received the most wonderful care from the entire hospice - doctors, nurses and all staff during his most difficult journey. I now 'work' there as a volunteer...but even if I worked there for the next 30 years I could still never repay them for what they did.



For foodies:

- Afternoon tea
- Cheese and wine
- Come dine with me
- Bake off
- Picnic
- Ice cream tasting
- Long lazy lunch



Activities:

- Juggling
- Karaoke
- Knit and natter
- Quiz night
- Yogathon



For the community-minded

- Auction
- Barn dance
- Bring & buy
- Festival
- Craft fair
- Open gardens



For the sporty types

- Bike ride
- Golf day
- Walks and treks
- Sports day
- Marathon



For party animals

- Fancy dress
- Haunted house
- Literary evening
- Bonfire party
- Jazz night
- Murder mystery
- Night on the tiles
- Pamper party
- Pj party
- Decade disco



For something more extreme

- Abseil
- Give it up (eg alcohol, chocolate, crisps)
- Skydive
- Headshave
- Zipwire



Fundraising can be as simple or extravagant as you like, and every single penny you raise will make a difference.

Fundraising tips

Getting more from your donations

Organise a raffle: This creates a real buzz during your event and at the end when you announce the winner! Make sure you read page 10 for tips on staying safe when organising your raffle. We can also supply Gift Aid envelopes for your raffle: just ask us.

Pins and wristbands: We can provide a box of pin badges or wristbands to sell.

Matched funding: This is a great way to increase your donation and help raise even more for St Richard's Hospice. Many companies support their employees' fundraising by offering to match any funds raised. Speak to your employer for more details.

Ensure it's a sell-out: If you're selling tickets for your fundraiser, make sure you tell as many people as possible. Promote your event on social media and with posters and flyers.

Gift Aid: Please ask your supporters to Gift Aid their donation: this enables us to claim back the tax from the Government and increase the donation by at least 25%. Ask us for Gift Aid envelopes.



Pay in your donations

- Pay in online via our website, www.strichards.org.uk/donate
- Send a cheque, made payable to 'St Richard's Hospice', to the fundraising team
- Bring cash to the hospice in person
- Pay over the phone by a debit/credit card on 01905 763963
- Arrange a representative to attend your cheque presentation

All funds collected from events, together with sponsorship money must be returned within six weeks of the event.

Fundraising tools

How we can help you:

Whatever you're doing to fundraise, make it easier and more fun with our help.

Charity representative:

If you would like a hospice representative to attend your event, please let the fundraising team know as soon as possible. Whilst it may not always be possible for someone to attend, we do our best to accommodate requests.

Raffle and donation envelopes:

Our raffle and donation envelopes are a great way to raise more for the hospice – as you can sign the Gift Aid certificate on the front, allowing us to claim an extra 25% at no extra cost to you.

Hospice information:

You may wish to have some publicity material on display – just ask us for a selection.

Letter of authority:

If you're holding a raffle and/or an auction and are planning to approach local businesses for prizes, they may ask for a letter of authorisation which we can provide.

Publicity material and promotional support:

We can help you with any promotional materials you might need such as posters, flyers, leaflets and tickets. Alternatively you can go online to <https://strichards.rightmarket.com> and create your own branded poster. We may also be able to help with press releases, arranging photo shoots or by promoting on our website.

Promotional items:

If stocks allow we can provide you with promotional banners, sashes, tabards or t-shirts. We can also provide collections buckets or tins for you to help boost donations at your event.

Celebrate and donate cards:

Many people choose to request donations to the hospice in lieu of gifts for special occasions such as weddings, significant birthdays or anniversaries, and we can produce celebrate and donate cards which you can send out to guests with your invitations.

Let us know how we can help!

Contact the Fundraising team: appeals@strichards.org.uk

Boring but important:



Making sure your event is legally compliant and guests stay safe.

There are laws governing all charity fundraising. Here are some that may be relevant to the activity you're organising. If you have any questions or want to check anything, please contact us.



Catering: Check the catering policy at the venue as you may have to use their in-house caterers or approved caterers' list. If you are hiring a professional catering service, ensure that they comply with food handling standards and have adequate certificates and insurance.

Children: If you are considering involving children in your event, we recommend you consult these webpages:



www.institute-of-fundraising.org.uk/documents/fundraising-with-children/
www.fundraisingregulator.org.uk/working-with-children/



Health and safety: To ensure your event is safe and enjoyable for all involved you should consider:

- Adequate insurance cover
- Whether you need alcohol and music licences
- First aid provision
- Advising the police if you're organising a larger event, to be on the safe side

Raffle: To ensure your event is safe and enjoyable for all involved you should consider:



- Raffles are now carefully regulated and the only type of raffle which can be operated without a licence is one which lasts for no longer than 24 hours
- You cannot pre-sell tickets without a licence
- Licence application forms can be obtained from your local council website.
- Certain venues are not licensed or do not permit raffles (e.g. some churches/ church halls). Please check with the venue when planning your activity.

Other points to remember



- Please tell us about your event, as we can make sure you're properly supported.
- If you are unsure of any of the above, please contact the fundraising team via appeals@strichards.org.uk
- Be clear that your event is benefiting St Richard's (e.g. 'In aid of St Richard's Hospice')
- If you would like to use the St Richard's Hospice logo on your literature, please contact the fundraising team for an approved digital logo, this includes the registered charity number: 515668 which also must be on any literature.

Event registration form



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A massive thank you for raising money for us. Your donations will help us to continue to be there for everyone who needs us.

Please fill in the following details as appropriate and return.

| | |
|---------------------------------|----------------------------------|
| Name _____ | Event date and time _____ |
| Address _____ _____ _____ | Event location _____ _____ |
| Post code _____ | Brief description of event _____ |
| Telephone _____ | _____ |
| Email _____ | _____ |
| Date of birth _____ | _____ |
| Contact email _____ | Contact mobile _____ |

Fundraising materials

Please allow at least 2 weeks for production and delivery of event support materials*

- | | |
|---|---|
| <input type="checkbox"/> Pull up banners (indoor) | <input type="checkbox"/> Sponsorship forms** |
| <input type="checkbox"/> Banners (outdoor) | <input type="checkbox"/> Posters |
| <input type="checkbox"/> Collection buckets | <input type="checkbox"/> Flyers/Leaflets |
| <input type="checkbox"/> Collection tins | <input type="checkbox"/> Tickets |
| <input type="checkbox"/> Sashes/tabards | <input type="checkbox"/> Hospice information literature |
| <input type="checkbox"/> Gift Aid envelopes | |

*All materials must be collected from and returned to the fundraising office

**To protect you and the hospice from accusations of fraud all sponsorship forms used AND unused must be returned for auditing purposes

Event registration form

Please take a few moments to tell us about yourself. This will help us understand your reasons for supporting St Richard's Hospice and how we can assist you further.

Have you/a relative/a friend been helped by the hospice services?

Yes

No

Is your fundraising in memory/for a Forget Me Not Fund?

Yes

No

Name

Forget Me Not Fund Name

Please provide any further information you feel is appropriate

Declaration

I agree to donate all of the proceeds from the above activities to St Richard's Hospice within 6 weeks of my event. Under no circumstances will I divert any money raised in this name to any other organisation or individual.

Signed _____

Date _____

We have news, stories and upcoming events to share with you from time to time. If you already receive information from us and do not wish to change any preferences, no action is required.

Please let us know ways we can contact you by ticking the relevant box (es) below:

Post Email SMS Phone Do not contact

I am interested in receiving information about:

Hospice updates Volunteering opportunities Courses and conferences

All of the above

We do not store or share your data or financial details with any third parties outside of essential processing.

Leaving a gift in your Will can help support the future of hospice care in Worcestershire