

# The FUNdraising Pack



Your fundraising journey starts here!



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St Mary's  
Hospice 

# Thank you

## Firstly... a massive thank you from everyone at St Mary's Hospice.

Whether you're climbing a mountain or organising an office bake day, every pound you raise will make a difference to the lives of our patients.

We hope this guide will help give you a kick start and provide you with lots of helpful tips and information to help make your fundraising a great success.

We want to wish you the best of luck with your fundraising and hope you have a great time doing it.

We couldn't do what we do without amazing people like you.

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**We would love to support you through your journey so please contact us for a chat.**

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# What we do

We think it's important for anyone fundraising to know how they are making a difference and what they are helping to support. St Mary's Hospice provides specialised supportive and palliative care for people with life limiting conditions throughout South Cumbria.

## Our services

### **In-patient Unit**

Our 9 individual rooms provide patients and families with a calm comfortable environment in which to receive specialist palliative care. Patients come in for symptom management, respite care or care at the end of life.



### **Hospice at Home**

Our community nursing team provide specialist end of life care 365 days of the year, in the comfort and familiarity of a person's own home. We can provide respite care during the day and a night sitting service to support family and loved ones at this time.



### **Living Well Afternoon**

We provide a weekly afternoon session for people living with a life-shortening condition, who may benefit from a nursing assessment, social contact, exercise and relaxation in a friendly comfortable environment.



### **Living Well Team**

This team of experienced nurses, therapists and health care assistants provides a range of individual and group therapies and sessions:

- 6-week Living Well Programme – adapted lifestyle management programme
- 6-week programmes of Adapted tai chi & mindful movement
- Complementary Therapies – short courses of 1:1 touch and relaxation therapies
- Living Well Afternoon – a weekly afternoon session which combines clinical and social day care



### **Family and Bereavement Support Service**

This team of staff and bereavement support volunteers offer caring and compassionate support to assist patients, families, friends and carers in the easing of their emotional, social and spiritual needs, through time of illness and treatment, to bereavement and beyond.



### **Community Neighbours**

Community Neighbours are volunteers who can offer a person companionship – a friendly face and a helping hand. This non-medical community-based support service can prevent social isolation and help a person to maintain independence.



# How far could your money go?

Today, St Mary's is mainly funded by the generosity of the community for the benefit of the community. To maintain current services costs around £3.2 million a year, of which we are only 18% funded by the NHS.

## For every £1 donated

76p goes directly to people we are helping

21p is invested into generating future revenue

3p is spent on support costs



## What could your money pay for?

£1.00 fuel cost per hospice at home visit



£4.00 breakfast for patients on the unit



£10.30 cost of meal per patient on the unit



£24 for one hour care of a patient on the unit



£96 per attendance at Living Well Afternoon



£234 cost per visit at hospice at home



£577 cost per night of care on inpatient unit



### Alan comes in for respite care:

“Respite care helps and for me is a wonderful way of relaxing. This also gives my wife a break, as she looks after me 24 hours a day, seven days a week. She can't relax and listens out for me, so it helps her very much.”

Your money will allow us to continue to help people like Alan.

# Fundraising Inspiration

**They're motivated. They're heroic.** And most importantly, they're fighting for the continued support of the hospice. We hope these stories will help inspire you on your fundraising adventure.



## Corporate Giving

Supporting your local cause through your company is a great way to get involved. Whether it's through getting involved with one of our great team building challenges, volunteering your time or enhancing your companies brand through sponsorship. We are thankful to each company whose moto is to "give something back".



## Sponsored sky dive

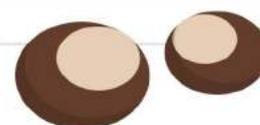
Shelia is 80 years old and raised £2,000 by doing a sky dive in Flookburgh despite having Parkinson's disease- Mrs Hopkins said: "It was wonderful. I had an absolutely brilliant time. It's just so amazing knowing what I've achieved"



## Bake Sale & conker selling

Olivia raised an amazing £155.31 by having a bake sale and selling conker necklaces at her school!

Could you **CONKER** a fundraising challenge like Olivia?

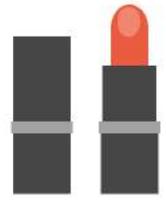


# Fool proof favourites

Fundraising with your friends and family

## Pamper party

Get your friends round for a night in with the girls and ask them to make a donation.



## Games night

Ask friends to pay to come round for a night of classic games from poker to charades, or how about a Wii sports tournament?



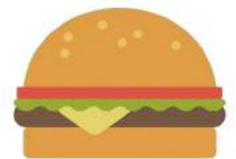
## The Team Challenge

Why not gather a team of friends and family and enter a run or challenge as a group - training is always more enjoyable when you've got company. As a group you can inspire one another and set a team fundraising target.



## BBQ

Charge for a burger and pray for sunshine!



## Tea party

Host a very English afternoon tea party in your home, garden or at a local village hall, pub etc. Serve and sell homemade cakes.



## Golf day

If you are a member of a local Golf Club why not suggest organising a competition.



## Karaoke night

The old ones are still the best!



# Fundraising at School

Tick each event off as you do them

Complete

## Sponsored silence

Staying quiet is an old one but a good one. Just be sure to set a time limit for you and your class to keep it zipped or see how long you can all go without uttering one word. Then ask friends and family to sponsor you – we're sure they'll be game. Silence really is golden!



## Spelling bee

Test your spelling skills, pay an entry fee to take part and give a prize to the winner



## PJ day or Non-uniform day

Enjoy wearing pyjamas to school or college and pay a fee to take part.



## Battle of the bands

Is your school or youth group bursting with musical talent? Why not pit the talented folk against each other in a battle of the bands night? Charge an entry fee to enjoy the show and see which act comes out on top.



## Film club

Commandeer the school hall and create a lunchtime cinema! Students vote for the film and are charged a fee to enter, don't forget the popcorn!



## Dress down day

Ask everyone to wear their own clothes / fancy dress / pyjamas to school for a £1 donation



## Games console tournament

Whether it's Fifa or Just Dance, there's nothing like a games console tournament to get those competitive juices flowing. Charge an entry fee and the winner gets a prize!



## Cake sale

Bake delicious cakes to sell.



**TOP TIP - Get in touch with local restaurants, hotels and shops to see if they will donate any prizes for your raffle or auction. Contact us for a bespoke authority letter, this way companies know you're legit and this will help you get raffle prizes.**

# Fundraising at Work

Tick each event off as you do them

Complete

## The Great Office Bake off

Eat cake and judge the winner. Charge people per slice then try and ask them to mark each slice out of 10.

## Department Challenge

Take advantage of inter-departmental rivalries and organise a fundraising challenge. You can do whatever you want: from a paintball battle to a five-a-side challenge.

## Karaoke Evening

Organise a karaoke evening, which is a fun way to raise money and discover hidden talent! Sell tickets for your event, try and get donated prizes and vote for the winners.

## Raffle

Hold a raffle and see if colleagues, local businesses or friends are willing to donate prizes.

## Bad Tie Day

Give colleagues or friends an excuse to wear their 'crimes against fashion' ties whilst raising some money at the same time

## Swear Box

A popular and easy method of fundraising. Install a swear box in your office and punish those who turn the air blue by making them give a donation for each transgression

## Dress Down Day

Find out who the smart dressers in your office are by charging people a fee so that they can wear casual clothes to work

## A Balloon Pop off

Fill up a room with balloons, putting a slip in each that states the prize the person wins for popping that balloon, when you blow a horn, the race for who can pop the most balloons begins!

# Lee's Story



Lee was diagnosed with Acute Myeloid Leukaemia at 27 years old. He spent 8 months in hospital receiving chemotherapy and a stem cell transplant, before he was out and looking forward to the rest of his life.

Unfortunately, the leukaemia returned and they needed to repeat the treatment. A devastating blow and many more months in hospital; much of this time in isolation. After the second round of treatment, he was left with a real fear of ever having to go back; even returning for clinic appointments became an ordeal.

Less than a year later, Lee was admitted to hospital with pneumonia and told his cancer had returned with little to no hope of recovery.

The only thing he wanted was to go home.

*"As a family we were overwhelmed, we were lost. The St. Mary's Hospice at Home team came into our lives and gave us the help we needed to bring Lee home. Without their support, Lee would have spent his last hours in a place where he was unhappy and afraid, instead of at home surrounded by the love of his family."*

# Turn your ideas into action!



## Decide on Your Event

Are you a planner or a doer? Do you like to go solo or work in a team? If you are a natural baker, build on that, or if you're a sporty person then do something physical. Our advice is to go with an event that's right for you and that you will enjoy... the rest will follow.



## The Location

Where are you planning on holding your fundraising event? Could you host your event at home or at work, or at a local hotel or community centre?



**TOP TIP - See if you can get your venue or catering for a discounted price (or even better, for free) as it's an event in aid of charity.**



## The Date

Will you have your event at the weekend or during the week? Make sure you consider other events and special dates such as national holidays or religious holidays and give yourself enough time to plan and prepare.



## The Fundraising

How are you going to raise the most money? Will you hold a raffle or auction on the day? Who will donate? Will you charge for attendance? Set yourself ambitious but achievable targets



## A Helping Hand

Who is going to help you on the day? Now you have a plan of action, share tasks among friends, family and volunteers who have the right skills to make your event a success!



## Marketing

Make sure everyone knows about your event - Advertise it on your social media accounts- The internet is an amazing promotional and fundraising tool - make sure you use it. Download poster templates, sponsorship forms and leaflets about St Mary's Hospice from our website.

If you'd prefer to create your own materials be sure to include St Mary's Hospice logo and the registered charity number (517738) on all marketing material. Contact us and tell us what you are planning so we can post it on our social media and website.



**TOP TIP - Ask your local shops, restaurants, pubs, gyms, hotels and leisure centres to display your poster. Make sure you carry some with you and email them out where possible to save on printing costs.**

# The Legal Part

It's important to make sure that your fundraising event is safe and legal as well as fun and successful! We don't want to make it daunting, but here are a few things you need to know. (Remember, we are here to support you through your fundraising adventure, if you need any help just ask!)

Contact us (The Fundraising Team) on: Telephone- 01229 580 305 or Email- fundraising@stmaryshospice.org.uk



Your responsibilities - Please understand that if you do something that threatens or damages the name or reputation at St Mary's Hospice we will ask you to stop fundraising.

Lotteries and raffles - The legislation surrounding lotteries and raffles can sometimes be confusing. Make sure you check the latest information and advice at [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk). If your raffle lasts longer than 24 hours you will need a lottery licence and printed tickets, which must have certain details on them. Please contact our fundraising team for help with this.

Insurance - If your event involves the public you will need public liability insurance. Your venue may already have the insurance you need – remember to check with them. If you are using suppliers or contractors, you should obtain a copy of their risk assessment and public liability insurance. For more information please refer to our website [www.stmaryshospice.org.uk](http://www.stmaryshospice.org.uk)

## You've raised the cash, now what?



Collect and store all money raised (particularly cash) safely and securely. Keep accurate records of all monies received or pledged

Now you can send in the money you raised. Simply choose one of the options below:

Online: Simply go to <https://www.justgiving.com/stmaryshospice> the money comes straight into our bank account.

By Post: Pay all the money into your account and then send in a cheque made payable to St Mary's Hospice to St Mary's Hospice, Ford Park Crescent, Ulverston, Cumbria. LA12 7JP. Don't forget to send in your completed sponsorship forms if applicable.

In person: Pop along to St Mary's Hospice where a member of the fundraising team would be delighted to see you. The fundraising office is staffed from 9pm - 4pm, Monday to Friday- if you're not camera shy then perhaps we could take a quick pic of you and the amount you have raised, this way we can let all our social media followers know what you have been up to!

BACS: If you would like to pay through BACS then please contact us

An easy way to increase your donation? Gift Aid: If your supporters are UK taxpayers and allow us to claim Gift Aid on their donation, we can make an extra 25p from each £1 raised, at no cost to them (It's a no brainer)

*giftaid it*



**TOP TIP - Offer donations back to your supporters should your event be cancelled, but if anyone declines their refund - or if you are unable to trace the donor - you'll need to send this money to St Mary's.**

# Our promise to you

We're right beside you every step of the way. Whether you're planning an activity of your own or joining an organised event, we're here with ideas, inspiration and support. We also have loads of fundraising goodies like shirts, balloons and posters to help you with your efforts.

We can supply collection boxes or buckets for your event, sponsor forms, gift aid envelopes and we are always happy to discuss other items that may enhance your fundraising.

## What we need from you

As soon as you've decided on your event, let us know, and we will do what we can to support you.

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**Email- [fundraising@stmaryshospice.org.uk](mailto:fundraising@stmaryshospice.org.uk)**

