

Fundraising toolkit

Because every day matters

www.hospiscare.co.uk

Registered charity no. 297798



Hospiscare
Your local hospice

This guide is packed with inspiration, handy tips, and useful resources to help you plan a brilliant fundraising event or activity in support of Hospiscare. Whether you're baking, walking, crafting or doing something completely unique – every pound you raise helps us provide vital care and support to local patients and their families.

Thank you!

Why Fundraise for Hospiscare?

Hospiscare provides compassionate end-of-life care and support to patients and families facing life-limiting illnesses.

By fundraising for Hospiscare, you are contributing to:

- **Specialist end-of-life care** and symptom management.
- **Emotional, spiritual, and practical** support for patients and their families.
- **Bereavement support and counselling.**
- **Training and education** for healthcare professionals



Getting started



1. Choose Your Fundraising Activity

Events

Host a community event like a coffee morning, charity run, or bake sale.

Challenges

Participate in sponsored challenges such as marathons, cycling tours, or extreme sports.

Sales

Organise a second-hand sale, craft fair, or online auctions.

Personal Milestones

Celebrate birthdays, anniversaries, or other significant events by requesting donations in lieu of gifts.

Business support

See if your employer offers matched giving to double your fundraising. You could also explore sponsorship or set up a team challenge!

Do Your Own Thing

Get creative and come up with your own unique fundraising idea that fits your interests and skills. Whether it's a themed party, a talent show, a virtual gaming marathon, or any other activity, the possibilities are endless!

Did you know?

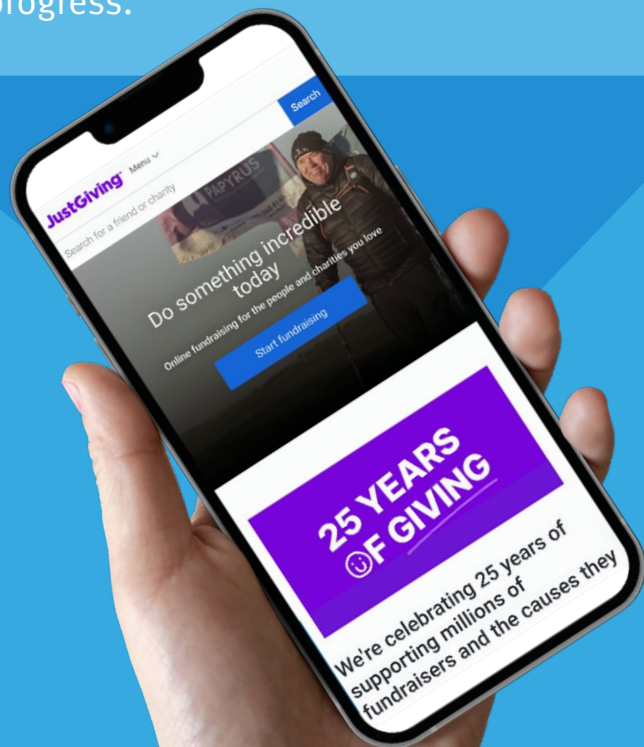
Up to one in five Hospiscare patients are cared for by Gifts in Wills.

2. Set a Fundraising Goal

Choose a fundraising target that feels achievable but still gives you a sense of excitement and purpose. Sharing your goal with friends, family, and supporters can really help inspire them to get behind you – everyone loves to help reach a milestone!

3. Create a Fundraising Page

Use platforms like JustGiving to create an online fundraising page. Share your story, explain why you are fundraising for Hospiscare, and update supporters on your progress.



Did you know?

Hospiscare services are available 24/7 365 days a year and are free of charge.



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Planning your fundraiser

1. Create a plan

- **Outline the logistics**, such as date, location, resources needed, and a timeline of tasks.
- **Assign roles**. If you're working with a group, divide up tasks so everyone knows what they're doing. It helps things run smoothly and makes sure nothing gets missed.

2. Promote Your Event



Social Media

Use Facebook, Instagram, Tik Tok, and LinkedIn to share your fundraiser.



Local Media

Reach out to local newspapers, radio stations, and community boards.



Flyers & Posters

Distribute printed materials in your community.

3. Engage Your Network

Contact friends, family, colleagues, and local businesses for support and donations.

Utilise email newsletters to keep your supporters informed and engaged.

4. Maximising Your Impact

Matched Giving: Ask your employer if they offer a matched giving programme to double your donations.

Corporate Sponsorship: Seek sponsorship from local businesses in exchange for promoting their brand at your event.

Gift Aid: Encourage UK taxpayers to opt-in for Gift Aid to increase their donations by 25% at no extra cost to them.



Day of the event

1. Setup and Preparation

Ensure all equipment and materials are ready and test any technology in advance.

Have clear signage and information about Hospiscare for attendees.

2. During the Event

Welcome attendees and provide a **brief speech** about who you are raising money for and your reasons for supporting Hospiscare.

Take plenty of **photos and videos** to share on social media.

3. Post-Event

Thank all participants and supporters through personal messages, social media, and newsletters.

Share the success of your event and the total amount raised.

Tips for Successful Fundraising



Tell Your Story

Let people know why you're supporting Hospiscare – especially if you're fundraising in memory of someone special. A personal connection can be powerful and helps others understand just how much their support means.



Be Persistent

Follow up with reminders and updates to keep your event or activity fresh in people's minds.



Show Appreciation

Acknowledge every donation, regardless of size, to show how much you appreciate the support.

Insurance/health & safety

Insurance

Public Liability Insurance: Ensure you have public liability insurance to cover any accidents or injuries that may occur during your event.

Equipment Insurance: If you are using rented equipment, check if the rental company provides insurance, or consider getting your own coverage.

Event Cancellation Insurance: Protect your event against unforeseen circumstances that may lead to cancellation, ensuring you are not out of pocket for any expenses incurred.

Health and Safety

Risk Assessment: Conduct a thorough risk assessment to identify and mitigate potential hazards.

First Aid: Have a designated first aider on-site and ensure a first aid kit is readily available.

Fire Safety: Ensure that fire exits are accessible and that you have a plan in place in case of an emergency.

Hygiene: If you are serving food, adhere to food safety standards and ensure proper hygiene practices are followed.

COVID-19 Precautions: Follow the latest government guidelines regarding COVID-19 to ensure the safety of all participants.

Resources

Fundraising Materials:

Hospiscare can provide branded materials such as banners, t-shirts, and collection tins.

Templates: Use our templates for flyers, posters, and social media posts to promote your fundraiser.

Guidance and Support: Contact the Hospiscare fundraising team for advice and support. We're here to help every step of the way.

Did you know?

Hospiscare supports
over 2,000 adults
every year.



How to pay in your donations

Once your fundraiser is complete, it's time to collect and pay in the donations. Here's how you can do it:

Online Fundraising page: If you used an online fundraising platform, the funds will be transferred directly to Hospiscare.

Hospiscare Website: You can also donate directly through the Hospiscare website at www.hospiscare.co.uk/donate.

Bank Transfer: You can transfer the funds directly to Hospiscare's bank account. Contact the fundraising team for the necessary bank details.

By Post: Send a cheque made payable to "Hospiscare" to the following address:

**Hospiscare,
Searle House,
Dryden Road,
Exeter,
EX2 5JJ**

Include a note with your name, address, and details of your fundraising event.

Contact Information

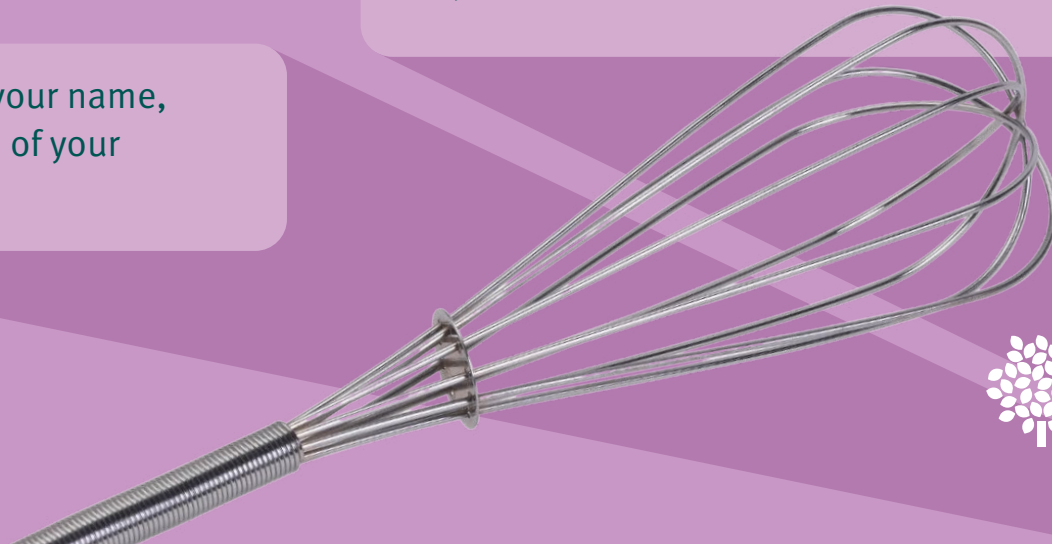
For further assistance, please contact Hospiscare's fundraising team:

Email: fundraising@hospiscare.co.uk

Phone: 01392 688020

Website: www.hospiscare.co.uk

Thank you for choosing to support Hospiscare. Your kindness and effort mean the world to us and to the local families we care for. Thanks to you, we can be there for people facing a life-limiting illness when they need us most.



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How your donation helps

£37

could help fund specialist bereavement support for someone grieving the loss of a loved one

£45

could help to fund the purchase of a pack of pain relief lollies

£261

could help to fund six hours of care on our specialist ward

£966

could help fund 20 home visits from a Hospiscare Community Nurse Specialist

Thank you

