Fundraising Toolkit
Helping you raise money for Primrose Hospice
How to organise events, get sponsorship and achieve publicity.

www.primrosehospice.org
Introduction

In this toolkit you’ll find ideas and useful information about how you can raise money for Primrose Hospice.

Whether your idea is big or small, any donation you can make to our charity will make a difference to the care offered to our patients. Thank you!

Day Care at Primrose Hospice is provided in a modern building designed to create a warm, relaxed environment.

Our focus is to maximise each person’s quality of life and to support people adjusting to their illness. Meeting others with similar experiences and living in a balance with their illness can be enormously helpful in this process.

Our care team can monitor problems and symptoms and will work closely with a GP, District Nurses and Consultant.

Patients who come to Primrose Day Hospice have access to a number of different professionals, including:

- Qualified nurses, led by a Clinical Nurse Specialist
- Physiotherapy
- Occupational Therapy
- Complementary Therapies
- Access to all parts of our Family Support Service
- Access to our Palliative Consultant (by appointment)

Patients are offered a place in the Day Hospice for a number of reasons, including:

- Pain and symptom management
- Rehabilitation
- Emotional support
- Respite for a carer

A Reminiscence group is run on a rolling programme. The purpose of reminiscence is to use past memories in a positive way to express feelings and reaffirm a sense of identity, uniqueness, self-worth and accomplishment. Sessions are run on different days of the week.

Support is offered by many volunteers during the day, and without realising it you will quickly become a part of a friendly community that has an often unspoken understanding of the journey you are taking.

Why we’re raising money

That’s where you come in...we can only do this with your help.

Giving to Primrose Hospice is easy and a truly rewarding experience. Every donation, however large or small, is recognised.

And our complete transparency shows how every pound is spent - so you know exactly how your contribution is helping to care for our patients and their families.

If you would like to say thank you; if a loved one has been cared for in the hospice and you would like to commemorate and celebrate their life; if you have seen a particular need and would like to help provide a practical solution; your donation will make a real difference.

This toolkit has been created to help us make the difference.

If you need any further advice or information, please do not hesitate to contact the fundraising department on 01527 889797 or email info@primrosehospice.org

Thank you.

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Your idea

The best fundraising ideas all involve some fun - but do have a think through your idea carefully. There are a number of ideas on pages 8 & 9 of this toolkit to start you thinking, but here are the top 10 hints and tips.

1. Ring us!
   Or email, or write to us - but remember we're here to support you in your fundraising. Our fundraising team run many events throughout the year, and we have a wealth of knowledge and ideas. You may even find you want to take part in an event already being organised by us, leaving you to crack on with your sponsorship. We can also provide letters of authenticity to confirm you are raising funds for the charity, and help you with any rules and regulations you may need to comply with. Our telephone number is 01527 889 797 and our email address is info@primrosehospice.org

2. Is it a good idea?
   Ask your friends what they think. Do some research to see if anyone else has done something similar and what they learned. Think about what resources you need and what expenses you will have to make it a success.

   It is unlikely that you will be able to do it all yourself. Get your friends involved at an early stage. Organising the event is often half the fun. Make sure everyone knows what their responsibilities are and write a note copied to all members of the team to ensure there is no confusion.

4. Who are you targeting?
   Think about who you are trying to attract to your event. What makes them tick? What excites them? What type of venue would attract them? How many do you hope to invite? Be realistic, sometimes a big venue with a few people is worse than a crowded venue. But also be aware of maximum numbers.

5. When?
   Think carefully about the dates and times. Make sure you don’t clash with another event. Think about major sporting events, plays or concerts in your area. Give yourself enough time to plan and execute your plans. It would be better to delay an event than be rushed and not do it to your best ability.

6. How much?
   Think about how to keep your costs to a minimum. See if you can get things for free. Maybe ask local businesses or individuals to contribute something in exchange for publicity. You could sell advertising in the programme or hold raffles. If you are sure you will get a return, it is sometimes worth spending money to gain money. Be realistic!

7. Detail, Detail, Detail.
   Think about the detail. Make sure you are not breaking any laws and you comply with any regulations before you publicise your event. If you are using a venue, make sure the people in charge of the event know what you are planning and agree to it (preferably get it in writing).

8. What if it rains?
   Sometimes things don’t go as planned. Make sure you have a contingency plan for unfortunate hiccups.

9. Learn.
   After the event, while it is still fresh in people’s minds, ask for feedback and comments. Write down the positives and negatives so you are better prepared next time. Keep records of all your costs and who contributed as you may be able to call on their help again in the future.

10. Thank them!
    Nothing helps more than a thank you! If people feel appreciated they are more likely to help in the future. So write to those who contributed – if you think a ‘thank you’ direct from us would be more appropriate please let us know.

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Sponsorship

Sponsored events are the most popular ways to raise money. They can be serious like running a marathon or fun like a sponsored leg shave!

One or many?
You could do something on your own, or team up with friends and make it a team effort. The more people involved, the better your chance of getting noticed, and therefore to make more money.

We would like to help!
If you are doing something for our charity we may be able to help with some branded items. We have t-shirts and sponsorship forms...just call us and we’ll arrange it.

Tips
• Use technology. Create your own fundraising page at www.justgiving.com where you can upload pictures, tell your friends and family what you are doing to raise money and send email requests for sponsorship. You can also link your fundraising page to your Facebook profile if you have one.
• Download a sponsorship form from www.primrosehospice.org or ring us on 01527 889797 to request one in the post. It will give an outline of your idea and what you are collecting the funds for.
• Set yourself a target so people sponsoring you have an idea of the effort you are putting in and what you hope to achieve.
• If the ‘unit’ of measurement is distance, think of £’s per kilometre (there are more kilometres than miles!)
• Ask your employer to match the amount you raise. It is tax efficient for them and doubles the amount you raise.
• Get a generous donation as the first entry on each new sponsorship sheet. People are more likely to follow with similar amounts.
• Ask people to “Gift Aid” their donation. If they are UK taxpayers it means they will increase their donation by 25% without any effort. Our sponsorship forms are printed with a column for people to tick if they agree to Gift Aid their donation. **We do need their full address and postcode to reclaim Gift Aid.**
If you’re going to make a success of an event, make sure you publicise it well.

Local Media
Radio stations and local newspapers are always looking for something unusual. If you give them a good story, some photographs and quotes, it makes their job easy and they are more likely to run it.

Leaflets/posters
You could think about leaflets to distribute in cafes, bars, pubs, shops, garages, libraries etc. (You will need to get permission first!) Make sure you include all the relevant details...who, what, why, when, where. Maybe add directions if the venue is difficult to find. Add a contact detail so people can find out answers to any questions.

Celebrities
A local celebrity will add so much and attract more people. Are there any stars in your area you could ask? Maybe your local MP? Possibly senior figures in a profession...a Bishop, a well-known business figure, the head of your local Police force.

Tell us!
Let us know about your event and we could add it to our website and possibly publicise it in our internal newsletters.
Keep within the law

There are many rules and regulations that apply to gatherings and events for fundraising, so please make sure you stay within the law...and stay safe.

Please call our office for guidance on the rules and regulations relating to fundraising - we will be glad to help you!

Seek advice from your local council about any licenses that you may need, trading standards, health and safety issues.

If you are going to be in a public place make sure you advise the police and also get permission from whoever is responsible for the area you want to use.

Think about first aid – speak with St John Ambulance or your local Red Cross.

Think about what could go wrong and make sure you have a plan to address it.

Make sure you include the following information on your publicity materials:

Primrose Hospice
Registered Charity
No. 700272

Don’t do anything illegal or dangerous.

Don’t allow anyone under 16 to collect sponsorship money without adult supervision.

Don’t let any commercial organisations use our charity logo without first checking with us.

Don’t send any cash to us through the post. Bank any cash yourself and send us a cheque.

Don’t make any street or house to house collections without permission from the council/police.

Keep within the law
The finances

It is really important that you keep accurate records of all costs, expenses and receipts. Your reputation (and ours!) is at risk if you don’t.

Expenses
All costs associated with putting on your event are legitimate and can be deducted from your takings, but must be recorded and itemised. Where possible keep receipts. You must not however take any remuneration for your time or take any profit yourself. If in doubt, ask our team and we can advise you.

Floats
Make sure you have enough ‘float’ for your event. If you are charging for things you will probably need to give change, so to avoid any aggravation make sure you have a good spread of different coinage and notes.

How much to charge?
Think about how much to charge for items and therefore what change you are likely to have to give. If you are selling tickets and charging for other activities, keep a record of the different ‘pots’ so you can see where you made the money and which activities worked well.

Security
Please be aware that large amounts of cash are a target for thieves. At a public event make sure you have a number of ‘runners’ to relieve stallholders of cash as the event progresses and take it to a secure area for counting. It is a good idea to always have more than one person counting cash so there is no chance of room for miscalculation or accusations.

One person should take overall responsibility for banking any cash as soon as possible after the event.

Not everybody has the same attitude as you, so be aware of thieves. Stay safe!...
An A-Z of ideas

Find something that appeals to you and feeds your passion, or reflects your personality. Here are just a few ideas to help start you thinking:

A
Abseil
Aerobathon
Antiques fair Arts or craft exhibition / sale
Auction – you could even auction promises eg. Dog walking for 1 week

B
Bad hair / tie day
Baked beans bath
Barn dance
Beat the goalie competition
BMX bike display / competition
Book / comic sale
Boss – Get your boss to do something unusual... sponsored beard shave or back wax.
Bouncing a tennis ball on a racket – get sponsored to do it lots of times
Bring & buy sale

C
Cabaret / talent show
Car boot sale
Carol singing
Car washing – maybe in fancy dress
Casino night
Charity stall – selling donated items
Christmas cards
Class / office collections
Coffee mornings
Collections at sporting events
Competitions
Computer games knockout competition
Concerts
Cookbook – collect recipes and sell Cookie sale Curry night

D
Dance marathon
Dinner dance
Disco
Donkey derby
Duck race
Dress down day
Drum marathon

E
Easter egg hunt
Easter bonnet competition
Egg & spoon race
Egg rolling competition
Exercise machine – eg a sponsored row
Exhibition

F
Face painting
Fairs, fetes & bazaars
Fancy dress party / day - at school /office Fashion show
Film show / premiere
Flower festival in church or hall
Flowers / fruit stall
Football tournament
Give up something: chocolate, biscuits, alcohol
Golf match
‘Guess how many’ competitions – e.g. sweets in jar, golf tees, pennies
Guess the baby competition – photos of the staff / colleagues as babies.

H
Hair beading / braiding
Halloween party
Henna tattoos
Ice cream & movie night

J
Jazz night
Job swaps (Auction the MD’s / Head of Department’s / Cleaner’s job for an afternoon).

K
Karaoke evening
Keepie-Uppie – get sponsored to do it lots of times
Knobbly knee competition
L
Lose weight – sponsored

M
Mum and toddler walk
Name a cuddly toy competition

N
Office party / sports event

O
Parties – ask for a donation instead of a present
Penalty shoot-out competition

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An A-Z of ideas

P cont.
Penny mile, coins are laid out and measured
Pet show
Photographic competition
Pram push Pub crawl – in fancy dress

Q
Quizzes Quiz nights

R
Races Raffles
Rapping contest/show
Running – contact us for details of the running events we organise throughout the year

S
Saints days parties / themed day
Santa’s grotto
School fair
Shakespeare marathon
Shoe cleaning
Silly games afternoon e.g.
3 legged race
Singalong – non-stop
Skateboard display / competition – can a team constantly skateboard for 24 hours?
Sponsored events
Sponsored silence
Sports competition
Supermarket collections
Swap shop
Sweepstake – major sporting event, or baby weight / due date
Swim-athon

T
Tea party
Teddy bears picnic
Theme days – past times / countries
Toddle with teddy around play-ground
Tombola
Treasure hunt
Tuck shop

U
Uniform-free day
University challenge

V
Valentines ball
Vegetable competition

W
Wacky races
Walk, run or cycle to the office or school
Wear something funny for money
Whist drive
White elephant stall
Who’s that baby – bring in photo’s and hold a competition

X
Xmas fair

Y
Yacht race
Yo-Yo competition

Z
Zany parties
Zumathon

Have fun and raise lots of money!

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Registration Form

Please complete this form and send it to us prior to your event, so that we can register your details and provide you with an Authenticity Letter for your fundraising.

Please complete this form and return by post or email to info@primrosehospice.org before your event.

Event organiser (your name)

Address

Telephone number

Email address

Name of event

Date

How much do you hope to raise?

Describe your event - what will you do?

Have you created an online sponsorship page?
If so, please provide the address so we can link it to our charity pages.

Please tick to confirm the following:

☐ I agree to forward the monies raised within 4 weeks of my fundraising event.

☐ I will ensure that my event complies with all relevant rules and regulations relating to fundraising.

Signature

Date

Please return this registration form to Primrose Hospice
St. Godwald's Road, Bromsgrove, Worcestershire B60 3BW

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